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YOUR KEYS TO A SUCCESSFUL CAMPAIGN for–

"The KEYHOLE"

WITH

KAY FRANCIS
GEORGE BRENT

MERCHANDISING PLAN

Presented by WARNER BROS PICTURES Inc.

WARNER BROS.' Hit No. 29 for 1932-'33

SALES ANGLES AND CREDITS

TOGETHER IN "THE KEYHOLE"

KAY FRANCIS and GEORGE BRENT, both popular stars in their own rights, merge their capable talents in "The Keyhole," the new Warner Bros. film to be featured at the ..... Theatre starting ..... Allen Jenkins, Glenda Farrell and Monroe Owsley are also in the cast.

Cut No. 7 Cut 30c Mat 10c

THE STORY

Anne, a beautiful dancer, is married to Schuyler Brooks, an elderly man of great wealth who is extremely jealous of her. His suspicions are particularly aroused by her occasional meetings with Maurice, her former dancing partner. Anne had been married to him, but thought she had been divorced when she married Brooks.

Maurice, however, had purposely refrained from completing the divorce proceedings in order to blackmail Anne. She has given him money and jewels, but his demands increase to such an extent she is unable to meet them without going to her husband. Because of his jealously she is afraid to tell him.

Anne finally lays her troubles before Brooks' sister, Portia, who tells Anne that if she can get Maurice out of the country she will see to it that he does not get a passport to return, he being a foreigner. Anne arranges to go to Cuba, knowing that Maurice will follow her.

Her husband thinks she is planning some clandestine affair and engages Davis, a detective, to watch her. Davis is a fine looking man and popular with women and it is part of his job to test Anne and see if she will make love to him. Davis is to wire Brooks when he has made his conquest, who then plans to go to Cuba and catch the two in each other's arms.

Anne does everything she can to keep away from Davis, although she is greatly attracted to him. He in turn actually falls in love with her. Anne finally is persuaded into spending considerable time with Davis. He wires Brooks to come to Havana and catch Anne in the trap.

At the last moment, however, he is unable to go through with the scheme, and tells Anne he has been spying on her. After confessing that he is genuinely in love he leaves her to meet her husband to inform him she is straight.

After talking to Brooks, Davis goes to Anne's room to say goodbye. He finds Maurice there demanding money. Anne runs to him for protection. Davis tells Maurice that Brooks is coming to the room and tries to get him out, but Brooks arrives before he can go. Davis pushes Maurice out on a balcony just as Brooks enters.

Anne deliberately walks over to Davis and puts her arms around him. She tells her husband that this is what he has paid to find so she will deliver the goods. She finally convinces Brooks that his scheme has killed all her love for him.

Maurice, who attempts to crawl down the balcony on a vine, falls and is killed. Anne is left a widow, her marriage to Brooks being null because her divorce from Maurice had never been completed.

SCREEN CREDITS

KAY FRANCIS—"One Way Passage," "Jewel Robbery," "Street of Women," "Man Wanted," "Trouble in Paradise," "Cynara," "24 Hours."

GEORGE BRENT — "42nd Street," "They Call It Sin," "The Crash," "The Purchase Price," "Week End Marriage," "So Big."

GLENDA FARRELL — "Central Airport," "Girl Missing," "Grand Slam," "The Match King," "Life Begins," "Wax Museum."

ALLEN JENKINS—"Blondie Johnson," "42nd Street," "Ladies They Talk About," "Hard To Handle," "Lawyer Man," "I Am a Fugitive from a Chain Gang."

MONROE OWSLEY — "Ex-Lady," "Hat Check Girl," "This Modern Age," "Indiscreet," "Ten Cents a Dance," "Free Love," "Honor Among Lovers."

HELEN WARE—"She Had To Say Yes," "Girl Missing," "The Reckless Hour," "I Take This Woman," "Tol'able David."

HENRY KOLKER—"The Crash," "Jewel Robbery," "The Way of All Men," "Quick Millions," "I Like Your Nerve," "The Unholy Garden."

MICHAEL CURTIZ—(director)—"Wax Museum," "Twenty Thousand Years in Sing Sing," "The Cabin in the Cotton," "Doctor X," "Alias the Doctor."

Suggested Shorts

For a perfectly balanced program the following Vitaphone short subjects are suggested for showing with "The Keyhole":

"NOTHING EVER HAPPENS"
Broadway Brevities Musical
Two reels of singing, dancing and comedy in a howling travesty on "Grand Hotel."

"SEA DEVILS"
Pepper Pot Novelty
A thrilling narrative of deep sea fishing with humorous dialogue by Frank McHugh.

"MAIN STREETS"
E. M. Newman's "World Adventures"
Interesting and adventurous presentation of the main thoroughfares of the world.

Big Star Merger Puts Sales Punch in "Keyhole"

BOXOFFICE returns on "The Keyhole" will be heavily influenced by how effectively you put across the star combination of Francis and Brent. Here is one of the great star mergers of the season—enough in itself to put "The Keyhole" high up in the list of Warner Bros. gross-getters.

PRINCIPAL story feature is Brent's role of a private detective hired by rich husbands to compromise their wives. That's your cue to exploitation and copy.

THERE'S enough sensational stuff in the story to support ad copy as "hot" as you desire. Romance, novelty and class should, however, prove the most saleable stuff for the majority of houses. Suit your campaign to your theatre policy and you can't go wrong as the picture will support every statement made in this Merchandising Plan.

CAST OF CHARACTERS

Anne Brooks	Kay Francis
Neil Davis	George Brent
Dot	Glenda Farrell
Hank Wales	Allen Jenkins
Maurice Le Brun	Monroe Owsley
Portia Brooks	Helen Ware
Schuyler Brooks	Henry Kolker

PRODUCTION STAFF

Direction by	Michael Curtiz
Based on the story "Adventuress" by	Alice D. G. Miller
Screen Play by	Robert Presnell
Photography by	Barney McGill
Film Editor	Ray Curtis
Dialogue Director	Arthur Greville Collins
Art Director	Anton Grot
Gowns by	Orry-Kelly
Vitaphone Orchestra Conducted by	Leo F. Forbstein

Length . . . 6415 feet. -- Time . . . 69 min.

OFFICIAL BILLING

Warner Bros. Pictures, Inc.
& The Vitaphone Corp. 25%
present
"THE KEYHOLE" 100%
with
Kay Francis and
George Brent 85%
Glenda Farrell 75%
Allen Jenkins and
Monroe Owsley 40%
Directed by Michael Curtiz 20%
A Warner Bros. and
Vitaphone Picture 40%

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your 5th story

GeorgeBrentPortrays Private Detective in Kay Francis Hit

George Brent, popular leading man, is co-featured for the first time in the Warner Bros. picture, "The Keyhole," which comes to the .... Theatre on ..... Kay Francis plays opposite him.

Brent has played leading parts in many pictures since being signed by the company a little more than a year ago, but his leads were with such stars as Ruth Chatterton, Barbara Stanwyck and others, in which case his part was subordinate to that of the chief characterization.

He had the leading masculine role with Miss Chatterton in "The Rich Are Always With Us" and "The Crash" and with Miss Stanwyck in "So Big" and "The Purchase Price." He also had important roles in "Week End Marriage," "They Call It Sin," and was a member of the all star cast of "42nd Street."

In "The Keyhole" he has the role of a paid spy, a private detective whose work is of such nature that he must be a polished gentleman and man about town. In this picture he is hired to spy on Miss Francis by a jealous husband, but throws up his job when he finds that the woman upon whom he is keeping tab is so charming that he has fallen in love with her.

The "trailing" business leads the couple through a series of stirring adventures on shipboard and in Havana. Others in the cast include Glenda Farrell, Allen Jenkins, Monroe Owsley, Helen Ware and Henry Kolker.

The screen play by Robert Presnell is based on the popular story by Alice D. G. Miller, titled "Adventuress," and is all that the name implies. It was directed by Michael Curtiz.

Resemble Detecti

..... Theatre on ...., is an enthrallingly different picture, presenting the gaiety and luxury of Park Avenue penthouses and the glamor of balmy nights under a Cuban moon, with native orchestras dispensing pulsating Spanish rhythms in every cafe to welcome Havana's pleasure loving crowds at the height of the season.

A picture that offers two such outstanding favorites in the principal roles, is in itself something out of the ordinary as an attraction. The popularity of the lovely, dark-haired Kay Francis has been growing by leaps and bounds the past year, while George Brent, who flashed into the limelight only a year ago as the brilliant author in "The Rich Are Always With Us," with Ruth Chatterton, has gone steadily on making good the promise of his early performances.

Brent Detective

Now these two fascinating players are brought together in a story that is notable for its unusual situations and tense dramatic moments. The screen play by Robert Presnell, based on Alice D. G. Miller's story "Adventuress," is all that the name implies. The plot concerns a dancer who marries a rich society man who is so jealous of her he engages a private detective to follow and spy on her.

The detective, of a higher class type than the usual private spy, however, is portrayed by George Brent as a personable and charming man about town. He falls under the spell of the dancer's beauty and charm almost from the moment he meets her on the steamer that is taking them both to the Antilles. From that moment the drama takes unexpected twists and turns to a startling and surprising climax.

Kay Francis, as the dancer, according to advance reports is said to have her finest role. Glenda Farrell and Allen Jenkins supply no inconsiderable fun as a comedy team. which emotion is reciprocated, much to the discomfiture of the jealous husband.

The affair of Glenda Farrell and Allen Jenkins, which supplies riotous comedy, progresses along the line of psuedo love making in which a gold digging adventuress matches wits with a cheap private detective and both are fooled, she believing him to be the scion of a wealthy family and he thinking that she is an heiress.

The story is racy and snappy and leads the spectator through a series of madcap adventures from New York to Havana. It is based on the story, "Adventuress," by Alice D. G. Miller and adapted to the screen by Robert Presnell.

Others in the cast include Monroe Owsley, Helen Ware and Henry Kolker. Michael Curtiz directed.

your 7th story

Elaborate Luncheon Served to Kay Francis on "The Keyhole" Set

One of the most elaborate luncheons ever served on a studio set was prepared for the Warner Bros. picture, "The Keyhole," co-featuring Kay Francis and George Brent, which opens at the ..... Theatre on .....

Michael Curtiz, the director, is a stickler for realism, and when the property man offered to bring over a few dishes from the studio cafe he expressed himself in no uncertain terms.

"I must have the captain and four waiters from one of the smartest cafes in Hollywood. Here is the menu. They must prepare it and serve it," declared Curtiz.

So Nick, the headwaiter and four assistants from the Brown Derby, a swanky up town restaurant were engaged to serve the meal which was cooked by their chef. It served as meticulously as

..., a Warner Bros. picture which opens at the ..... Theatre on ..... But the most important reason of all is the most amazing one. He was chosen for the role chiefly because he did not look the part, because no one, least of all Kay Francis, who plays opposite to him, would have ever guessed he was a detective.

This particular role in "The Keyhole" runs contrary to all of the usual rules for casting parts, either on the stage or the screen. In nine cases out of ten, an actor is fitted to a role because he suggests and embodies the part he is playing, or at least the conception most people have of what such a character should look like.

But in the case of the character George Brent plays, it was essential that he should never suggest the detective, because it would have been fatal to his success as the kind of a detective he is.

Authorities on police and criminal matters have repeatedly pointed out, in recent years, that a fundamental requirement for success in most types of detective work is, that the detective shall have nothing about him that in any degree arouses suspicion as to his true occupation.

The ability to seem to be somebody else — anybody else — rather than what he really is, is now regarded as of the same importance in criminal detective work as it is in international espionage during war times.

The fact that George Brent, to those who know him, suggests immediately a bank president, a clubman, a stock broker, a successful author, an artist, a gentleman farmer—all of which roles he has played in the past with conspicuous success—makes him the ideal type of private detective for such a story as "The Keyhole."

In the cast of "The Keyhole," besides Kay Francis and Mr. Brent, are such experienced players as Allen Jenkins, Glenda Farrell, Henry Kolker, Helen Ware, Ferdinand Gottschalk and Monroe Owsley.

Michael Curtiz directed the picture.

Special Publicity Art

Co-Stars in Strand Romance

KAY FRANCIS and GEORGE BRENT, the new screen team in "The Keyhole," which comes to the..... Theatre on ....., as seen by the artist. Glenda Farrell and Allen Jenkins are also in the cast.

Cut No. 14 Cut 30c Mat 10c

ADVANCE SHORTS

Kay Francis' Screen Slap Carries Sting

When it comes to getting slapped, Monroe Owsley prefers Bette Davis

George Brent Sports 2 Tuxedos in "The Keyhole"

George Brent wears two different "Tux" suits in the Warner Bros.

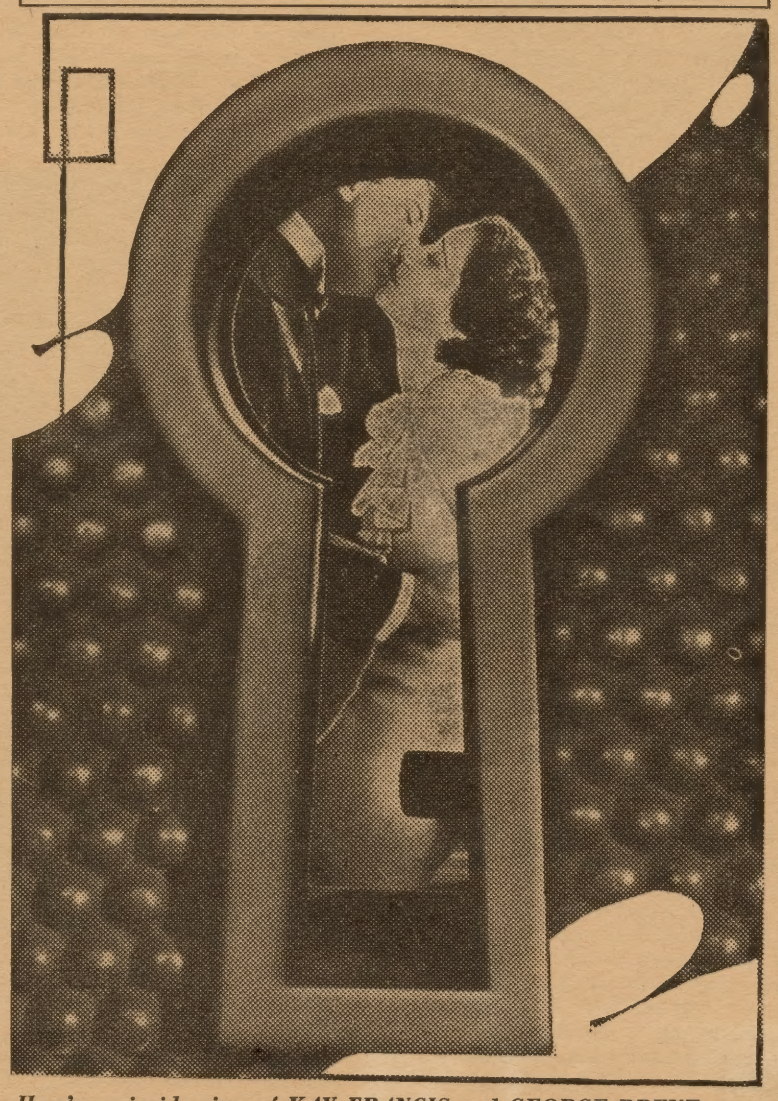
...ell that the two fall in ...ch leads to a series of un-...ular complications.

The supporting cast includes Glenda Farrell, Allen Jenkins, Monroe Owsley, Helen Ware and Henry Kolker. The direction is by Michael Curtiz.

in the Cuban capital that ... a constant change of dress.

The screen play by Robert Presnell is based on Alice D. G. Miller's story "Adventuress". Others in the cast include Glenda Farrell, Allen Jenkins, Monroe Owsley and Helen Ware. Michael Curtiz directed.

Scene (or Seen) in 'The Keyhole'



Here's an inside view of KAY FRANCIS and GEORGE BRENT, stars of "The Keyhole," the new Warner Bros. romance coming to the .....Theatre on....., in a scene from the film.

Cut No. 9 Cut 30c Mat 10c

ADVANCE PUBLICITY

Gentlemen Prefer??

KAY FRANCIS, equally beautiful as a blonde or brunette in her latest picture, "The Keyhole," which comes to the..... Theatre on..... George Brent has the leading male role in this picture, with Allen Jenkins, Glenda Farrell and Monroe Owsley in the supporting cast.

Cut No. 5 Cut 30c Mat 10c

your 1st story

"The Keyhole"—New Film Idea Co-Stars

your 2nd story

An Actor Wins Role Because He Doesn't

most honored gu...

Included in the list of ... cream of mushroom so... caviar, roast leg of lamb, roast duckling, roast turkey, corn on the cob, fresh string beans, stewed corn, mashed potatoes, boiled potatoes, pineapple and cheese salad, assorted French pastries, eclaires, six assorted imported cheeses, tea and coffee.

Kay Francis, Henry Kolker and Ferdinand Gottschalk sat down to the repast with great relish. The screen play by Robert Presnell is based on the story of Alice D. G. Miller, "Adventuress," and is all that the name implies including mad love making under the tropical moon of the Cuban capital of Havana.

your 3rd story

"The Keyhole" Offers New Screen Team in Kay Francis-Geo. Brent

The opening of the Warner Bros. picture, "The Keyhole," at the .... Theatre on ..... next, marks the advent of a brand new screen couple in the persons of Kay Francis and George Brent.

Although both have been playing leading roles at the Warner Bros. studios for more than a year this is the first time in which they have played in the same picture, being co-featured in this production.

The two make an unusually strong combination, both being among the finest featured players in Hollywood, and both having the background of successful stage careers before entering pictures. They are unusually well matched physically as well as in theatrical ability. They are the tallest couple playing together in serious drama, Miss Francis being five feet seven inches tall and Brent six feet tall.

Both are very dark brunettes, Miss Francis having a touch of Spanish blood. Her hair is glossy blue black and her eyes a very dark green. Mr. Brent, being Irish, has hazel eyes but his hair is almost as dark as Miss Francis', as is also his complexion.

They make such an attractive couple in "The Keyhole" that Warner Bros. are now casting about for new stories in which to pair them again. In "The Keyhole" Miss Francis has the role of a beautiful dancer who has married a wealthy society man, and is trying to escape from the clutches of a former dancing partner bent on blackmailing her. ...t is a spy hired by her jealous ... to watch her. He does his ... ley. "Bette is sligh... think she pulled the punch. But Kay Francis' slap is something else again. When she slaps you stay slapped."

Owsley in the role of a blackmailer, in "The Keyhole," which comes to the..... theatre on....., is given a stinging blow across the face by Miss Francis when he "lifts" a necklace she is wearing.

George Brent takes the leading masculine role in the picture, with Allen Jenkins and Glenda Farrell polishing off the comedy roles in great fashion.

your 4th story

Kay Francis Enjoys 23 Costume Changes in Her Latest Film

Kay Francis, the stately Warner Bros. star, appears in twenty-three stunning gowns of the most advance mode in her latest picture "The Keyhole, which opens at the ..... Theatre on ..... And in so doing she leads Ruth Chatterton, an equally glamorous star of the same studio, by the narrow margin of one gown in a friendly rivalry for fashion supremacy.

Miss Chatterton, in her last picture, "The Crash," wore twenty-two beautiful gowns. Incidentally, in "The Keyhole," Miss Francis is co-featured with Miss Chatterton's recently acquired husband, George Brent, who was her leading man in both "The Crash" and "The Rich Are Always with Us."

The fashion rivalry began when the two stars were placed under contract at the same studios about the same time, a year ago. Miss Chatterton started off with twenty-one gowns in her first picture, "The Rich Are Always With Us," while the raven haired Kay fell slightly behind with eighteen in "Street of Women.'" Then she played in "One Way Passage" with only nine gowns. But the score was evened up when Miss Chatterton played in "Frisco Jenny' in period costumes which the contestants held did not count. Now "The Keyhole" places Miss Francis definitely in the lead. In "The Keyhole," as the beautiful young wife of a wealthy society man, she appears in rich ...awing rooms of New York, aboard s...

...ay Fra...cis as the slapper. Ows... ...ho pla...s the heavy role in two ... ...tures was first slap... of which he wore in each sce... that it could be matched.

Lovely KAY FRANCIS, who lends both her beauty and her capable acting to "The Keyhole," which comes to the ..... Theatre on .....

Cut No. 6 Cut 15c Mat 5c

your 6th story

Comedy Love Affair Eases Tenseness of "The Keyhole" Drama

Two unique romances are developed side by side throughout the Warner Bros. picture, "The Keyhole," which will be shown at the ..... Theatre on ...., one serious and the other a comedy affair to both relieve and accentuate the highly dramatic tension of the story.

Kay Francis and George Brent, who are co-featured in the picture, are the participants in the serious romance, that ends seriously although it starts off with Brent in a masquerade, as a private detective, he having been hired by Miss Francis' screen husband to flirt with her in order to get evidence of her perfidy. But the paid spy discovers she is not "that kind of a girl," and promptly falls in love with her,

GLENDA FARRELL and ALLEN JENKINS, to be seen in "The Keyhole," where they handle the comedy roles with more than their usual effectiveness. The picture, which has Kay Francis and George Brent in the leading roles, will come to the ..... Theatre on .....

Cut No. 8 Cut 15c Mat 5c

Aigrettes Trim Costume Worn by Kay Francis

Aigrettes, dyed henna, form a spectacular part of a costume for Kay Francis in her latest Warner Bros. picture, "The Keyhole," which comes to the..... Theatre on..... Forming the trimming for an evening wrap of henna bagheera velvet, they contrast delightfully with an evening gown of orange "heavy sheer" embroidered in beaded stripes of white, and make a beautiful frame for her face. George Brent is co-featured with Miss Francis in the picture. Others in the cast include Allen Jenkins and Glenda Farrell as fun-makers, Monroe Owsley, Helen Ware and Henry Kolker.

Kay Francis Once Served As Secretary to Society

Kay Francis' refined and socially correct manner in the Warner Bros. picture "The Keyhole," which comes to the..... Theatre on ....., can be partly laid to the fact that she once held jobs as social secretary to Mrs. W. K. Vanderbilt, Mrs. Minturn Pinchot and Mrs. Dwight Morrow. George Brent is co-featured in the picture, which concerns the mad love affair of a wealthy society woman.

Kay Francis, Bitten by Wanderlust, Plans Trip

Kay Francis has the wanderlust again. As soon as the California skies begin to smile again after the rainy season she plans to get aboard her yacht, with her husband, Kenneth McKenna, and cruise for a month or more.

"We do not plan to go to any particular place," says Miss Francis. "We just get aboard and roam. We like to slip into out of the way nooks and explore. It is more restful to wander lazily about than to try to reach any definite spot."

Miss Francis is at present on the screen at the..... theatre in her latest Warner Bros. production, "The Keyhole" in which she is co-featured with George Brent.

George Brent Found His Rainbow End in Pictures

George Brent, who is co-featured with Kay Francis in the Warner Bros. picture, "The Keyhole," which comes to the..... theatre on....., says that he has found the end of the rainbow and contrary to tradition there was a pot of gold there. After many years of wandering as an adventurer and soldier of fortune he has settled down in Hollywood with a new bride, Ruth Chatterton, and in the past year has soared to stardom.

George Brent Risks Neck in "The Keyhole" Scene

George Brent does a daring feat in the Warner Bros. picture, "The Keyhole," which comes to the..... theatre on..... To escape the irate husband of Kay Francis, with whom he is co-featured in the picture, he climbs across a vine from one balcony to another six stories above the ground. He made it without a slip.

CURRENT PUBLICITY

(Prepared Review)

Kay Francis and Geo. Brent Score Big Hit in 'The Keyhole'

Tense Drama Mixed With Comedy and Romance, Is Sterling Entertainment With Perfect Cast

THE sparkling Irish magnetism that is George Brent's and the dark-eyed, mysterious, haunting loveliness that is Kay Francis' shed a fascinating brilliance over the turbulent story of "The Keyhole," the Warner Bros. production which opened last evening at the ..... theatre.

It is the first time that these two magnetic players have ever appeared together. Judged by their joint picture, Kay Francis and George Brent should be a combination that will appeal to all movie fans and lure the family to the local theatre whenever these two delightful personalities are advertised together. A Francis-Brent picture is bound to be one of the silver linings to any cloud 1933 may draw over the entertainment sky, if the standard set by "The Keyhole" is to be accepted as a reliable criterion.

No more inauspicious start for a screen romance could be imagined than the occasion which brings Kay Francis and George Brent together in this unusual story. Brent is a private detective set by Kay's elderly banker husband to spy upon his lovely wife during a mysterious trip to Havana which she insists in taking alone. No hero has ever been placed in a more unheroic situation than the one in which Brent finds himself, as he dutifully dispatches reports to his employer about a woman with whom he is [illegible]

GEORGE BRENT
Cut No. 1

[illegible] Havana Locale

Havana, where most of the picture has its locale, supplies unexpected remedies for more than one of the difficulties that threaten the peace and happiness of Anne Brooks, the role played by Kay Francis. It rids her of the blackmailing menace of an earlier husband who had carefully forgotten to obtain the final decree of divorce he had promised her. Before her romantic sojourn in the Antilles is at an end, she has not only learned to appraise her doubting husband at his true value, but has discovered that true love is more precious than pearl necklaces and Park Avenue penthouse apartments.

Kay Francis Charming

Kay Francis is at her most charming, brilliant, beautiful best as the harassed Anne Brooks. Havana and its semi-tropical glamor affords a perfect setting for her brunette loveliness. The spell the Cuban capital weaves about her, is transmitted by her to those who are watching the dramatic developments of the story.

The unusual role of the private detective, affords George Brent the greatest romantic opportunities of any part he has yet played, and he makes the most of his role.

[illegible] Brent comedy seasons "The [illegible] expertly supplied by [illegible] in the role of a sea-[illegible] gold-digger, and Allen Jenkins, as Brent's fellow-operative, who insists upon accompanying him as his valet and secretary, rather than be left at home.

Henry Kolker, Helen Ware and Monroe Owsley—the latter in the contemptible role of a blackmailing cad, which he plays with vivid suavity—complete the small but perfectly chosen cast of supporting players.

Michael Curtiz, the director, has missed no chance to make "The Keyhole," pictorially and dramatically, one of the most stimulating and different romantic dramas that has been offered on the screen this year.

Opening Day Story

Kay Francis' Latest, "The Keyhole" Opens Today at the Strand

"The Keyhole," a picture of romance and gay adventure, unique in plot and glamorous in setting, in which the two popular Warner Bros. stars, Kay Francis and George Brent appear together for the first time, opens at the ..... Theatre today.

KAY FRANCIS
Cut No. 2
Cut 15c Mat 5c

There is a swell chosen cast of selected players. Glenda Farrell and Allen Jenkins form an excellent comedy team, their psuedo romance acting as a foil to set off and accentuate the dramatic roles of the two co-featured players, Miss Francis and Brent. The other three players who have important parts are Monroe Owsley, Helen Ware, and Henry Kolker.

The screen play by Robert Presnell is based on Alice D. G. Miller's story "Adventuress," and is everything that the original title implies. The theme treats of a beautiful young dancer who marries an elderly man of great wealth and social prominence who is extremely jealous of his young wife and engages a private detective to watch her.

Dogged by the spy and fleeing from a blackmailer, the heroine becomes involved in some startling situations that lead to strange entanglements. The story carries the spectator from the palaces of New York aboard a coastwise liner to Havana. Most of the scenes take place on shipboard and in the Cuban capital. There are many beautiful scenes at sea and in the tropical atmosphere of the southern island.

Miss Francis, the tall, stately fashion plate of the screen, is said to wear some of the most stunning gowns of extreme decolette ever visioned on the screen. The direction is by Michael Curtiz, who directed "The Mystery of the Wax Museum," "Doctor X" and "Twenty Thousand Years In Sing Sing."

1st day of run

Despite His Roles, George Brent Wins Audience Sympathy

Few actors are able to play unsympathetic roles and still retain the admiration of their audiences. They may admire his skill in portraying a villainous part, but their hearts do not go out to the player.

George Brent seemingly is the exception to that point. He apparently is possessed of a screen personality in which nefarious deeds do not seem to be a part of him in reality. He seems to win the sympathetic understanding of his audience even in roles ordinarily considered anything but heroic.

In "The Crash," in which he plays opposite Ruth Chatterton, he has the role of a man who gains financial secrets from wealthy men by using his wife as a decoy, not a particularly heroic part, and yet he holds the spectator through his personality.

In his latest Warner Bros. picture, "The Keyhole," now showing at the ..... Theatre, he plays opposite Kay Francis and has the role of a paid spy, a man who kisses and tells. By all standards this is a characterization utterly lacking in sympathy, yet Brent seems to win it from the movie fans. True, he balks at the final betrayal of the woman he is paid to betray because he loves her, but even this redeeming feature would not ordinarily relieve the character of all taint.

There is something about the stalwart, young Irish giant, who has been both soldier [illegible] adventurer, that leaves the im[illegible] that he is incapable of the [illegible] does on the screen. At any rate he seems able to win a hero's halo in any kind of a role.

The picture is based on the story "Adventuress" by Alice D. G. Miller, adapted by Robert Presnell. Others in the cast include Glenda Farrell, Allen Jenkins and Monroe Owsley. Michael Curtiz directed.

2nd day of run

Little Food, Plenty Sleep, Kay Francis' Only Working Rules

Diets may come and diets may go, but Kay Francis, co-featured with George Brent in "The Keyhole," the Warner Bros. production now playing at the ..... Theatre, calmly ignores them all. And for a very good reason.

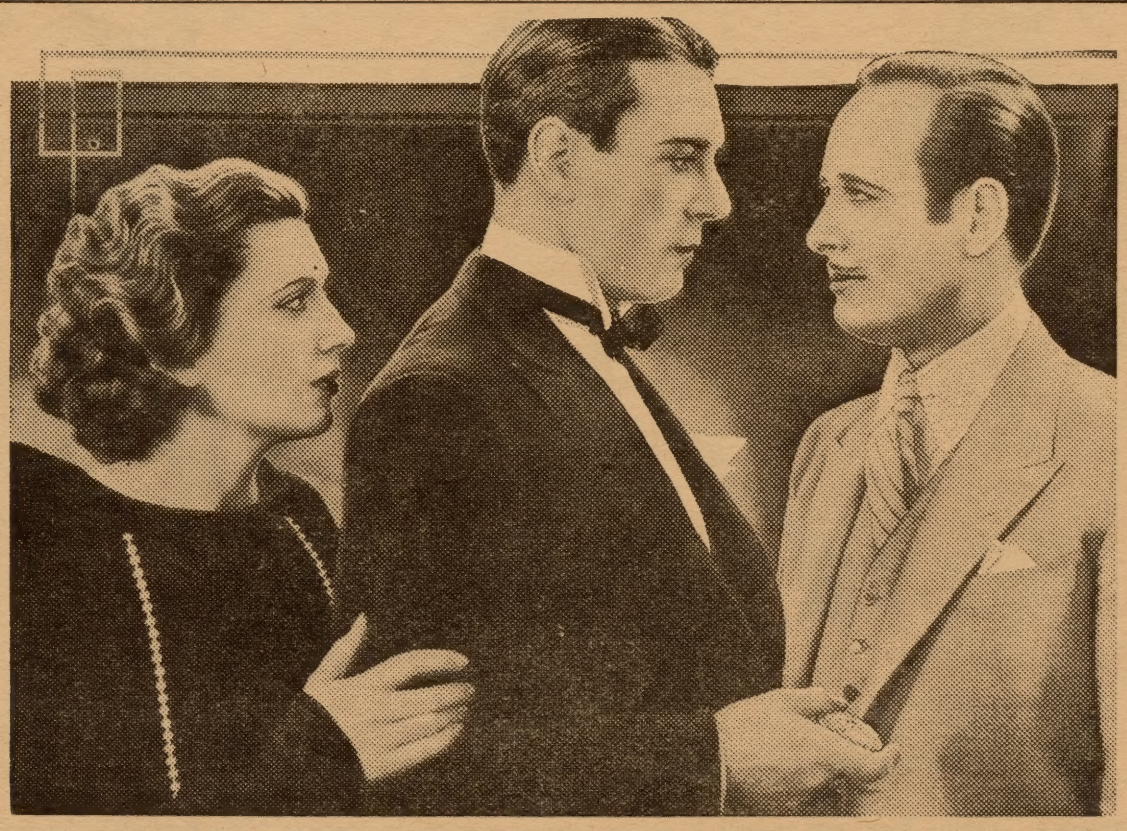
Kay invariably loses weight during the production of a picture. Not an alarming amount, to be sure. Nothing to worry about. But she never takes off less than three pounds. Sometimes, during a particularly intense and trying picture, she will lose as much as eight pounds.

Her own explanation of this fact is that she throws herself so intensely into the part she happens to be playing, with all the nervous energy at her command, that a loss in weight is the result. Besides which, she finds that her appetite is subnormal during a picture. Kay Francis eats lightly from the day that shooting begins and doesn't regain her normal interest in food until it's over. She finds that plenty of sleep does her more good than food, and she makes it a rule, while working, to be in bed not later than nine o'clock.

Young women who take their work, whatever it may be, with similar intensity, might do well to copy Kay Francis in these matters.

Michael Curtiz directed "The Keyhole." Allen Jenkins and Glenda Farrell are important members of the cast.

Scene from "The Keyhole", New Dramatic Hit at Strand



***KAY FRANCIS, GEORGE BRENT and MONROE OWSLEY** having a "showdown" in "The Keyhole," the new Warner Bros. picture now showing at the ..... Theatre. Glenda Farrell and Allen Jenkins have the comedy roles in this picture, with Helen Ware and Henry Kolker in support.*

Cut No. 10 Cut 45c Mat 15c

3rd day of run

Screen Kisses Must Be Just Right Lest They Become Funny

It might be thought that a kiss is just a kiss. But it is not always so in the movies. The kiss is one of the hardest scenes to record so that it will seem natural and convincing. It must express just the right emotion desired, such as passion, or desire, or tender love or friendliness.

The difficulty lies in making it graceful, the least exaggeration putting it in the line of burlesque on the screen. The sound that the lips make must be just loud enough to be perceptible, otherwise it becomes comedy.

One of the most difficult kisses to screen and record takes place in the Warner Bros. picture, "The Keyhole," co-featuring Kay Francis and George Brent, and now showing at the ..... Theatre.

The occasion is when Brent, paid by Miss Francis' husband to spy on her, kisses her on her bare back. He has fallen in love with her and the kiss is supposed to express strained passion and respect.

It took Director Michael Curtiz an hour to get the right posture to make the kiss show becomingly graceful and an equal length of time to obtain just the right sound from the lips to make a soft yet audible recording on the delicate recording instrument. But it was taken at last.

The screen play by Robert Presnell is based on the story "Adventuress" by Alice D. G. Miller and is a glamorous s[illegible] of mad love making in the [illegible] nights of the [illegible] In the sup[illegible]porting cast are Glenda Farrell, Allen Jenkins, Monroe Owsley, Helen Ware and Henry Kolker.

4th day of run

Kay Francis Threw Birthday Party on "The Keyhole" Set

Business comes before pleasure in the motion picture studios these days—even birthdays have to take second place. At least two people on the Warner Bros. lot discovered this during the making of "The Keyhole," now showing at the ..... Theatre. One was Kay Francis, co-featured with George Brent in this drama of millionaires' wives and private detectives. The other was Michael Curtiz, director of the picture.

The birthdays of both fell while the picture was in production. Director Curtiz found a belated hour on Christmas Day in which to celebrate his nativity, which occurred the day before Christmas. Kay Francis, less fortunate, was in the middle of some of the most important scenes in "The Keyhole" when her natal day arrived, January 13th.

Making the best of the imperious demands of art and business, the charming brunette star ordered a huge birthday cake sent to the studios, and staged an impromptu "come one, come all" party on the set, with fellow players, cameramen, electricians, property men and extras participating. Simultaneously, she sent portions of the birthday cake to various departments on the lot, while star, director and picture carried on, far into the night.

Besides Kay Francis and George Brent, Glenda Farrell, Allen Jenkins, Monroe Owsley and Henry Kolker have important roles in "The Keyhole." The picture is based on a novel by Alice D. G. Miller.

MONROE OWSLEY, who supports Kay Francis and George Brent in "The Keyhole," at the.....
Cut No. 3 Cut 15c Mat 5c

5th day of run

Kay Francis 'Back' on theScreen, Easyonthe Eyes in 'The Keyhole'

Kay Francis *back* on the screen at Warner Bros., according to a report from the studios.

We'll say *it* is, judging from scenes in her latest picture, "The Keyhole," now showing at the ..... Theatre.

And what a back!

"Styles from now on will show more of the human figure," decreed Orry-Kelly, the studio designer, and proceeded to demonstrate with Miss Francis.

She appears in a wealth of beautiful gowns, but of a great poverty in the amount of material. They [illegible] are revealing in their new [illegible] accentuating the curves, and with a low decolettage both in front and under the arms and especially in the back. There is little left to the imagination, but be it said for Miss Francis that it is about the loveliest back that has come from Hollywood, and very easy on the eyes. George Brent is co-featured with Miss Francis in this story of adventure in the tropical clime of Cuba.

CURRENT SHORTS

George Brent Abandoned Army Career for Stage

George Brent, who shares the leading honors with Kay Francis in the Warner Bros. production, "The Keyhole," now playing at the ..... theatre, very nearly took up the army as a career instead of the stage. The strong military strain in his blood—his ancestors had served for generations in the British army—was finally overridden by George's growing interest in the theatre, which came to a climax when he became identified with the famous Abbey Theatre movement, headed by W. B. Yeats and Lady Gregory, in Dublin.

Glenda Farrell, Allen Jenkins, Monroe Owsley, Helen Ware and Henry Kolker have the other leading parts in "The Keyhole," under the direction of Michael Curtiz.

'Patches, the Coming Fad' Says Orry-Kelly, Stylist

"Girls, start saving your scraps and bits of left-over material for patches!"

That's last-minute advice from Orry-Kelly, Warner Bros. studio designer. And he doesn't mean that the depression is going to take a turn for the worse, either.

Patchwork, the stylist says, is about to become the latest fashion fad. The grandmother's quilt is dooomed, for girls all over the country will soon start tearing them up to make quai[illegible] little jackets of them.

[illegible] Warner Bros.' star, is the first to wear the new style on the screen in "The Keyhole," now showing at the .....Theatre. It's a jacket of rough crepe, in sh[illegible]des, of dull henna, brown and tan, with lighter beige patches contrasting in satin. the whole sewed together with yarn in the old-fashioned blanket stitch. And it's worn with a skirt, scarf collar and flared cuffs of beige crepe.

Allen Jenkins Would Welcome Role Change

Allen Jenkins' one ambition is to play a role in pictures in which he can act like a gentleman and talk like one. He has been cast in ten Warner Bros. pictures in the past year and in each he was a crook, a bum or a "heel." The latter term fits his role in his last picture, "The Keyhole," now showing at the..... theatre, with Kay Francis and George Brent in the featured roles.

"I don't mind heavy roles," he says, "but I would like to talk the King's English just once in my life instead of slang out of the side of my mouth. Even if I could be a clever crook, it wouldn't be so bad."

23 Different Gowns Worn by Kay Francis

Kay Francis, in her latest picture, "The Keyhole," now showing at the ..... theatre, has 23 changes in gowns and a different neckline for every costume.

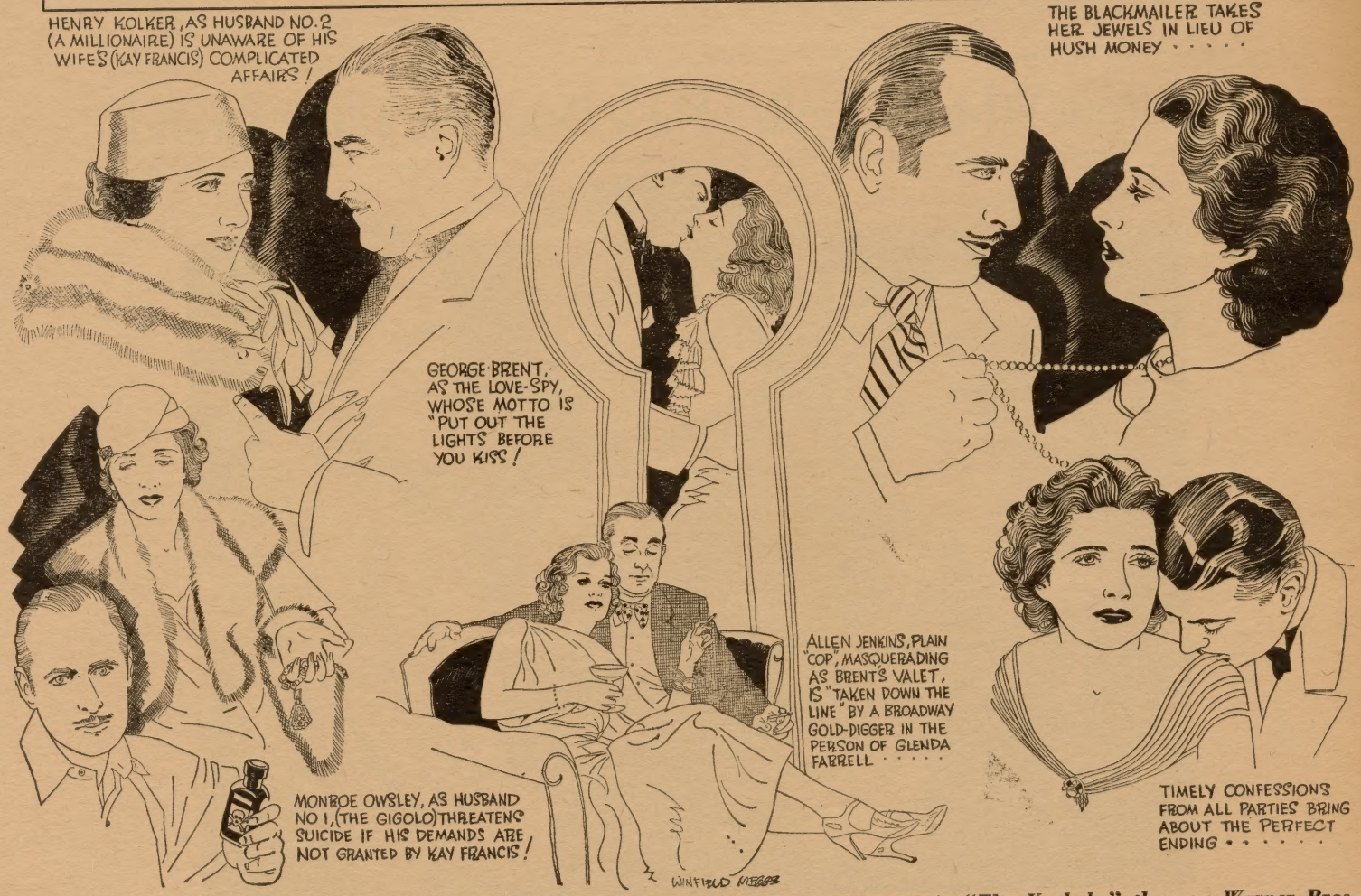
"The days of the plain old round, square or oval neck are gone," says Orry-Kelly, studio designer. "The tricky necklines showing a wealth of detail are now the thing."

Two Oklahoma Girls Play Leads in "The Keyhole"

[illegible] both [illegible] Miss Francis was born in Oklahoma City. Glenda Farrell made her debut in the town of Enid.

In "The Keyhole," Warner Bros.' production now playing at..... theatre, the two actresses are to be seen in vividly contrasting roles. Kay Francis and George Brent are co-featured in the picture.

ARTIST PEEKS THRU "THE KEYHOLE" AT STRAND



The artist Meggs becomes a "Peeping Tom" and records on paper, some of the bright spots in "The Keyhole," the new Warner Bros. film at the Strand this week. Kay Francis and George Brent supply plenty of romance and adventure in the picture, with Glenda Farrell and Allen Jenkins in the comedy roles.

NOTE: If photographic layout is preferred, see 4 col. cut on page 8.

Cut No. 17 Cut 60c Mat 20c

FEATURE STORIES

Advance Feature

"The Keyhole" Brings New Big Star Team to Screen

Kay Francis and George Brent Tagged "Ideal Combination" First Day By Shrewd Stage Crew

A NEW screen team looms on the motion picture horizon of 1933, and shrewd observers predict that before the end of the year, they will rival in popularity any similar combination on the screen.

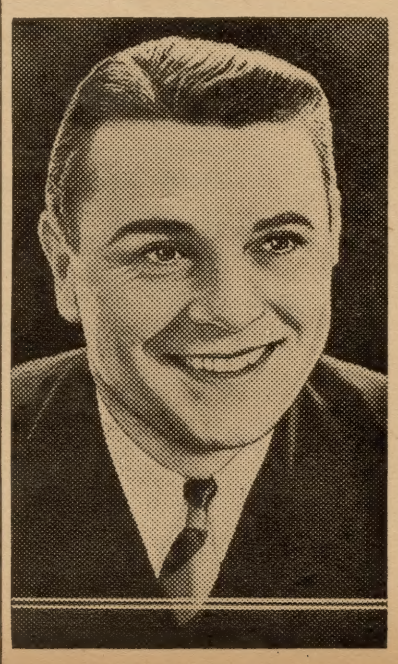
Kay Francis and George Brent, both favorites on the Warner Bros. roster of stars and featured players, are the two who have given rise to this enthusiastic forecast. Their initial appearance together is in "The Keyhole," a drama touching on a new angle of the present-day divorce question, which comes to the..... .....Theatre on .....

By the time the "rushes" of the first few days' work had been viewed by production executives, the teaming of Kay Francis and George Brent had ceased to be an experiment. The success of the combination was assured. These two players, interesting as they were by themselves, spelled something, together, that was much more than just the simple addition of two interesting personalities.

Put two colors together and the result is a third, distinctly different from the first two, with a power and an individuality all its own. That's the sort of thing that has happened in the case of Kay Francis and George Brent.

Such "teams"—for the want of a better word—are not easy to find. Any producer will testify to that fact. They can't be made to order, nor called into being by an executive ukase. There are not more than half a dozen such ideal combinations—if that many—in all filmland at this moment.

From now on, there will be an [illegible] demand for stories that [illegible] Francis and George [illegible] in ad[illegible]em, yet because of its outstanding entertainment values, it sets a pace that must be equalled or surpassed during the current season. Already the Warner story scouts, east and west, have orders to keep alert for anything that looks like an unusual Francis-Brent vehicle.



GEORGE BRENT, who takes the part of a private detective in "The Keyhole" which comes to the ..... Theatre on ..... Kay Francis is co-starred.

Cut No. 4 Cut 15c Mat 5c

Form Ideal Team

The new team is significant in more ways than one. First of all, it is a combination of two of the most popular players on the Warner Bros. lot and the biggest in stature. Kay Francis, as the tallest woman star on the screen, stands five feet seven inches. George Brent, a perfect specimen of stalwart Irish manhood, is six feet tall, towering over his fellow-players by several inches, and both are very dark brunettes. They are an ideal team, in stature and physique. Temperamentally, they are an equally happy match.

Early during the production of "The Keyhole" Miss Francis and Mr. Brent received an accolade of approval from what is probably the severest body of critics in the world—the electrical and production crew on the set.

Names and reputations mean nothing to a "juicer," a property man, a boom boy or a cameraman. They have been watching stars come and go for years. They are no respecters of persons, and the greatest star that ever stepped in front of a camera is no hero—or heroine—to them. Yet their judgments are sharpened, rather than dulled, by continual association with the stars, and their appraisal, cruel though it sometimes may be, is as keen and swift as that of a horse trader appraising a new piece of horseflesh.

Okayed by Stage Hands

It didn't take the "iron wranglers" more than a day to make up their minds about Kay Francis and George Brent. In fact, before noon of the first day's shooting, the verdict was in. And it was one hundred per cent in favor of the new team.

"That's the best combination they've had on this lot since I've been working here," said one big "juicer" to his neighbor.

The other nodded vigorously. "You said a mouthful," he came back. "Those two can make a spark jump up and down your spine while you're watchin' 'em."

Similar votes were being cast throughout the crew as the gang streamed out toward the studio restaurant. In the nature of a straw vote, to be sure, it is nevertheless the kind of a straw vote that shows which way the wind is going to blow from the general theatre going public later. With that kind of a sendoff, Kay Francis and George Brent have a fast track ahead of them, for 1933.

Michael Curtiz directed "The Keyhole," which is based upon a novel by the famous writer, Alice D. G. Miller. The supporting cast includes such artists as Glenda Farrell, Henry Kolker, Monroe Owsley, Helen Ware and Allen Jenkins.

PROGRAM SQUIBBS

Kay Francis earned her first money as the "Player Queen" in a modern dress version of "Hamlet."

* * *

An injury sustained while playing polo makes it impossible for George Brent to say "no" with the accompanying gesture of the head. Now he's talking straight from the shoulder.

* * *

Kay Francis began her commercial career as a social secretary, occupying such positions in the households of Mrs. Dwight W. Morrow and Mrs. W. K. Vanderbilt.

(Advance Feature)

Kay Francis Still Remains An Enigma to Hollywood

Tho Easy To Interview, Star of "The Keyhole" Studiously Refuses Information About Her Past

THERE are many things that most people don't know about Kay Francis, who has the leading role in "The Keyhole," a Warner Bros. picture which comes to the ..... Theatre on.....

No one in Hollywood is easier to talk to or more difficult to get information from. Compared to the private life of Kay Francis, the career of Greta Garbo is an open book.

Nobody can see Miss Garbo but everybody knows a great deal about her. Any properly authenticated interviewer can visit Miss Francis but she remains the real mystery of Hollywood.

As an example, no one knows, apparently, what Miss Francis' real name is. Answering a written questionnaire Miss Francis wrote that her real name is Katharine Edwina Gibbs. Whether or not that is her maiden name or her legal name before her marriage to Kenneth McKenna, seems a bit uncertain.

Her mother has been variously reported as Catherine Clinton, well known actress, and as a small town dressmaker in the middle west. Kay Francis was born in Oklahoma City. Her own questionnaire does not name her mother or father but the fact that she is the daughter of the actress seems well substantiated. Her nationality is more indefinite. There seems to be some Irish in it. She was educated in convents and the name of Gibbs adds to the evidence. Her husband's legal name is Milziner. Behind this triple camouflage of professional names is the true story of Kay Francis, one of the screen's most popular stars.

Another question to be answered on the customary questionnaire presented to a new player when they first arrive on the Warner Bros.-First National lot, is:

"How did you happen to go on screen or stage."

Short and Sweet

To that Miss Francis wrote in careless but legible back hand, "Long story."

She has never been persuaded to enlarge upon that cryptic comment. Back of it may be many hardships, disappointments, exciting moments, but they are secrets locked tightly in the breast of the lady who talks willingly but tells nothing.

It is rumored that Kay Francis served several socially prominent women as secretary before she started her stage career. The names of Mrs. Dwight Morrow, Mrs. Minturn Pinchot and Mrs. W. K. Vanderbilt are mentioned as her former employers. It is difficult to find any authority coming directly from Miss Francis for these stories.

As a child Kay Francis lived in California. There is a story that she played child roles in very early pictures. She has never admitted as much nor has she authenticated the story that she tried, unsuccessfully, to storm the Hollywood studios as an extra before she made her first successful attempts to get on the New York stage.

Married at 17

She has, in unguarded moments, admitted previous romances. At least one of these, it is known, culminated in her marriage at seventeen. The name of the man has been lost to the public, if indeed, it was ever generally known. That marriage lasted two and a half years and was ended by a Paris divorce. It was then, she has told someone, that she made up her mind to try the stage as a career—a career which she once intimated, her mother did not want her to try.

The years in between are all a blank so far as those who come to interview Miss Francis know. She talks freely of pictures, of her husband, of the home they have established in Hollywood and the farm they are developing in Massachusetts, and of their thirty-six foot schooner in which they prowl about the California coast line and which her husband sails while she does the necessary cooking. But about herself and her family and the story of her life up to the time she appeared in a minor role in the production of "Hamlet" in modern clothes, she says nothing.

Either preceding or just following this, the record is indistinct even here. Katherine Francis, as she was called then, went to the Stuart Walker stock company playing in Indianapolis and Cincinnati. She was there one season—perhaps two.

When did she take the name of Francis? When did she shorten Katherine to Kay? When did she drop the name of Gibbs? Was she in pictures as a child? Did she try to break into pictures a number of years ago, as an extra? Was she secretary to the social[illegible] ominent women named abov[illegible] her mother an actress? [illegible] mar[illegible]ried when she arrived in Hollywood and if so, to whom?

A less important player than Miss Francis, arriving in Hollywood for the first time professionally, would have been subjected to a grueling cross examination about her life and career to date. Kay Francis came when her reputation as an actress was already established and she was able to fend off the questioners and allowed to be vague when she wished. With that first golden opportunity to ask questions gone, no studio where she has worked since has ever been able to fill in the blank places in her life story.

First Stage Role Luck

Asked how she got her first stage role Miss Francis' recorded reply is just as terse and meaningful as all the other answers she has made. Her answer is one word, "Luck." She has never modified nor enlarged that simple statement either. What name did she go under in her first stage appearance? When did she marry F. Dwight Francis, whose name she still uses professionally? At least twenty of her twenty-seven years are still shrouded in more or less complete mystery.

Her first picture was with Walter Huston in "Gentlemen of the Press." Her latest picture, under her present Warner Bros. contract, is "The Keyhole."

The years between the making of those two productions, years which have seen Miss Francis progress toward stardom and tremendous popularity, hold few secrets from an adoring public. But there are still many, many things that most of us don't know about Kay Francis.

In "The Keyhole" Miss Francis has the role of a beautiful dancer who marries a wealthy middle aged man. He is so jealous of her he hires a spy to trail her. Learning of this, she promptly quits the husband and falls in love with the spy. The cast includes George Brent in the leading masculine role, Glenda Farrell, Allen Jenkins, Monroe Owsley, Helen Ware and Henry Kolker.

The screen play by Robert Presnell is based on the story "Adventuress" by Alice D. G. Miller. Michael Curtiz directed.

(Advance Feature)

George Brent Through With Wild Adventures

Movie Star Who Has Led a Most Exciting Life Will Confine His Efforts To Serious Screen Work

FOR most young actors in Hollywood, approaching stardom means the beginning of the big adventure. But for George Brent, who plays the leading masculine role opposite Kay Francis in the..... Theatre on....., stardom actually means the finish of his adventuring.

Success in pictures in his case has meant the end of adventuring—a settling into a more or less routine life in Hollywood. The film capital can offer no excitement comparable to experiences George Brent has already been through. The wildest Hollywood party is a tame affair compared to a night ride through rural Ireland with dispatches which the whole British army is out to intercept.

George Brent Hollywood success has meant a certain amount of financial security, happiness in his romance with Ruth Chatterton, satisfaction in his meteoric success on the screen, but not mad adventure such as he had enjoyed all his previous life.

Never again will he have to travel at night and hide by day to avoid the unwelcome attentions of Scotland Yard. Never again will he be found bumming his way on a cattle ship or working in diamond mines or herding sheep to avoid entanglements with an obstinate and indignant national government. Danger has gone out of Brent's life, except the mild risks of traffic accidents and polo mishaps. Fame has put the quietus on his recklessness. Hollywood has seriously, perhaps permanently, cramped his style!

All of this has happened because Brent wanted it to happen. He deliberately bid for screen success. He was willing to give up excitement for success, adventure for romance, Irish politics for American polo. He didn't want alw[illegible] to be a fugitive from the i[illegible]tional police. In fact he ga[illegible] active part in the Irish civil war which [illegible] Michael Collins, his friend, was ambushed and killed, ten years or more ago. He was just nineteen.

But even in America, working on the long slow climb to recognition in Hollywood by way of stock companies and road shows, Brent found adventure around every corner. Those early weeks under the Warner Bros. contract, the first important step he took toward fame and fortune in the movies, were filled with exciting moments—punching a drink crazed Indian into submission near a mountain resort being one of them.

Loves a Fight

His Irish aptitude with his fists, his quick temper and his delight in conflict of a personal nature got him into and out of a dozen scrapes. Success and marriage put an end to all that. If a prowler appears around the Brent-Chatterton home now, he might even call the police. A year ago he would have sallied forth from his bachelor quarters on Tuluca Lake to do battle single handed with the trouble maker. His life and his neck were his own. Both are too valuable to other people now to be risked so carelessly. He is no longer a free agent.

Brent knew his career of adventure would have to end sometime. His serious interests were with the theatre and the screen. He gave freely of his youthful energy to any cause which claimed his loyalty. Under such a division of interest his career did not prosper. When the chance came in Hollywood a year ago he deliberately closed his book of adventure and turned to the literature of success. He has had neither the time nor the occasion, as yet, to regret his choice. Whether his joy in success will ever be dimmed by a yearning for more adventure can only be determined in the future. So far, he shows no signs of regretting the change.

In fact, George Brent seems to be one of the few contented people in Hollywood. Many young actors who have only tasted adventure seem to chafe under the restraining influence of fame and position and marriage. Brent, who lived on adventure for years, appears to be thoroughly enjoying the extreme respectability and calmness of his present home. He has not—as has been rumored—gone "high hat."

Nor is it to be referred that either his work in pictures or his life with Ruth Chatterton is dull. They are one of the most popular couples in Hollywood. They entertain often and go about a great deal. Brent himself is working seriously on his own career, trying, successfully to date, to make progress altogether independent of his famous wife. His life at present is probably more interesting if not as thrilling as it was ten years ago when the British Government set a price on his head.

If he remembers his days in a Vermont lumber camp, or the summer he picked apples to earn enough money to return to Ireland, or the fight in a cab with a friendly priest which started out as a practical joke and ended with his expulsion from Dublin University, or the bleak winter when bankruptcy stared him in the face each pay day, he is glad they are a part of the past.

Has Tried Everything

He still goes adventuring a plenty in pictures as he does in "The Keyhole," in which as a private detective, he follows a beautiful woman from New York to Havana to make love to her at the instigation of her own husband.

In the cast besides Brent and Miss Francis are Glenda Farrell, Allen Jenkins, Monroe Owsley, Helen Ware and Henry Kolker. The screen play by Robert Presnell is based on the story "Adventuress" by Alice D. G. Miller. It was directed by Michael Curtiz.

(Current Feature)

Screen's Latest Tough Guy Yearns for Gentler Roles

From "Blessed Event" to "The Keyhole" Allen Jenkins Has Played Nothing But Hard Guy Roles

ALLEN Jenkins, who is responsible for much of the comedy in "The Keyhole," the Warner Bros. picture featuring Kay Francis and George Brent, now showing at the..... Theatre, has two major ambitions in life.

One of them is to find the kind of a boat he wants—but that's another story, as Kipling would write.

The other is to be cast for a nice, gentlemanly role some time before he's ninety—the kind of a chap who got through high school, anyhow, and knows something about the King's English (or the President's) and never hesitates over which fork to use, or how to take a lady in to dinner, and has a few lawful instincts and legitimate ambitions.

Not that Allen has suddenly gone highbrow, and longs to play bankers, college professors, ambassadors or anything of that sort. He's just a little bit fed up with being a chiseler and racketeer on the screen. Playing "thugs and muggs," Allen calls it. Is there a chance for the kind of a guy he looks like to "go straight" in pictures, or is he inevitably "typed"?

Tough Being Tough

"It looks to me as though thugs and muggs are going to be my specialty for the next fifty years," sighed Allen on the steamship smoking-room set of "The Keyhole," one morning while the electricians were shifting lights for a new set-up. "I've been one or the other ever since I hit this town called Hollywood. It's tough being a tough guy all the time, too. After a while, you feel yourself repeating or going stale.

"I don't know whether I could get away with a "white collar" part or not," he went on, "but I'd sure like to have a crack at it."

At this moment Glenda Farrell walked on the set, and Allen excused himself for the scene that was to be taken between the two. A little later he returned to the subject.

"That wasn't a wise crack [illegible] my playing nothing but thugs and muggs," he resumed. "It's literally true. Starting with "Blessed Event," I've been one or the other every time my name is on a call sheet

"Maybe you're wondering what I mean by "thugs and muggs." I'll tell you. A thug is a guy who has made the grade as a bad boy. A mugg is a bird who'd like to be a bad boy and as often as not isn't smart enough. Half the time he turns out to be a sap, a mark—get me? He's a bush-leaguer trying to crash the big time.

"In 'Blessed Event' I was a gunman, a thug. Ditto in 'Three On a Match,' when I played one of the mob that kidnapped Warren William's kid. Same thing in 'Lawyer Man,' with William Powell. I was down for a tough cannon-toter, one of the two sent to bump off Powell and Powell winds us both around his finger. In 'Silk Express' I'm one of the birds the big silk speculator plants on the train to cause trouble for the mill-owners.

Mugg or Thug

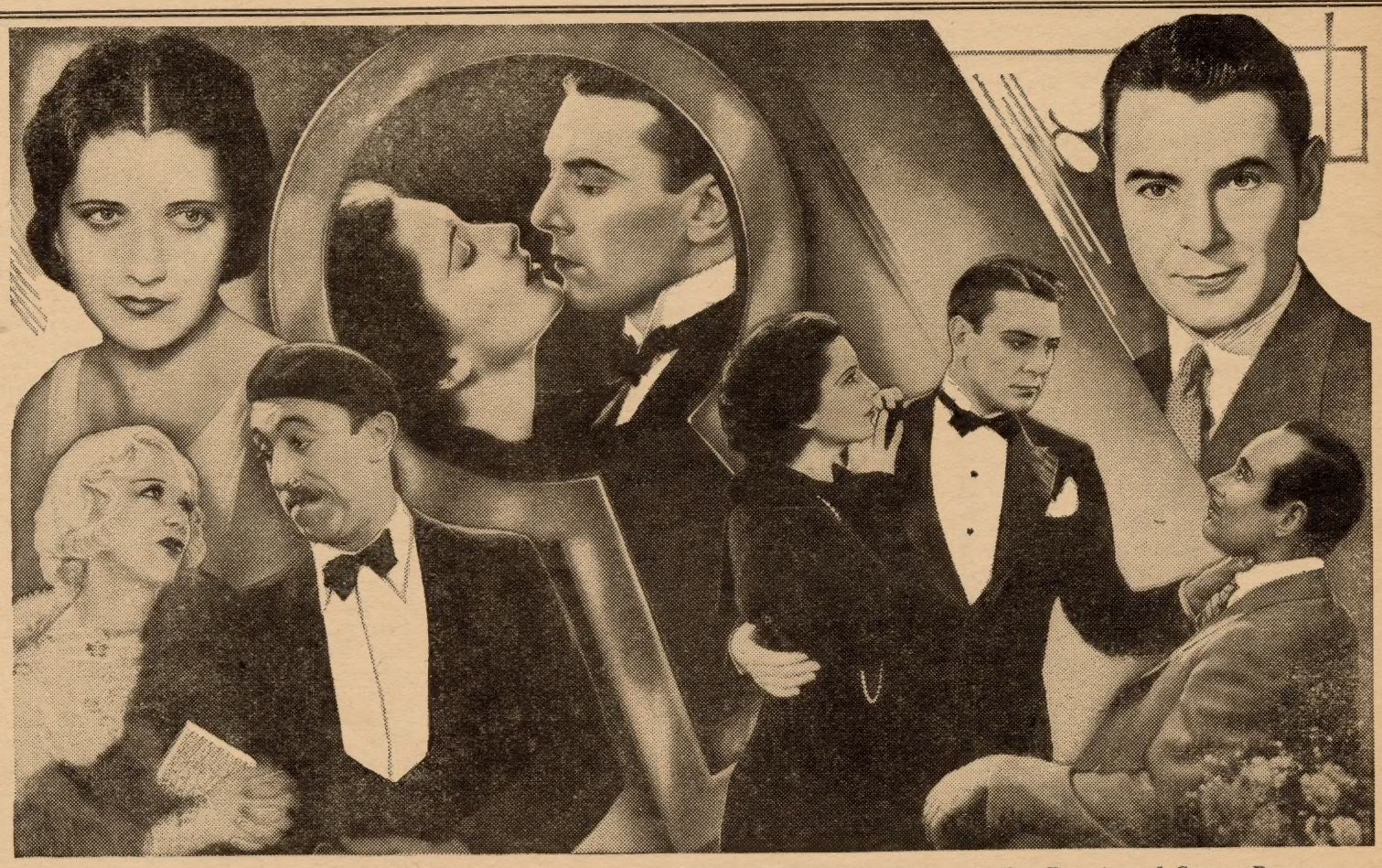
"In this picture, 'The Keyhole,' I'm a roughneck operative for a private detective agency—a wise guy who's only half as wise as he thinks he is.

"I'm playing Glenda Farrell for a sucker, and she's returning the compliment. She thinks I'm just a little brother of the idle rich and I've got her tagged for a smart gold-digger running around loose with a lot of heavy alimony. But she gets wise to me first, and leaves me holding the bag for a lot of drinks, eats and good times all the way from New York to Havana—which makes me a mugg.

"Don't get me wrong," added Allen hastily, as he concluded. "I know I'm no matinee idol and I'm not nursing any [illegible] or "The Pri[illegible]

"Only every once [illegible] I'd like to get out of the "dese and dose" class and see what I could do with a different kind of a part. I guess every actor feels that way, now and then. Maybe I'd be a flop. But I'd like to try it."

In the cast supporting Kay Francis and George Brent in "The Keyhole," besides Allen Jenkins, are such experienced players as Glenda Farrell, Henry Kolker, Monroe Owsley, Helen Ware and Ferdinand Gottschalk. Michael Curtiz directed the picture, which is an adaptation by Robert Presnell of a novel by Alice D. G. Miller.



Scenes from "The Keyhole," in which romance, adventure, drama and comedy abound aplenty. Kay Francis and George Brent are co-featured with Monroe Owsley, Glenda Farrell and Allen Jenkins, in the supporting cast. It's at the Strand all this week.

NOTE: If pen-and-ink sketch is preferred, see 4 col. cut on page 6.

Cut No. 20 Cut 60c Mat 20c

(Current Feature)

Glenda Farrell Feels Sorry for Gold Diggers

Depression Has Practically Forced Breed Into Retirement Until New Crop of Suckers Develop

HAS the gold-digger become extinct with the times, or has she just gone into temporary retirement until the world gets to be a more profitable place for gold-diggers than it has been for the last two or three years?

Glenda Farrell, arch-creator of gold-diggers on the screen, who portrays one in "The Keyhole," took time between scenes in the picture, to get off a few pointed observations relative to the breed.

"The way of the gold-digger has become just as hard as that of the ditch-digger," observed Glenda, who has an important role with Kay Francis and George Brent in the Warner Bros. picture, "The Keyhole," now showing at the.....Theatre. She has the role of a sea-going gold-digger, "prospecting" on the steamers to Havana and across the Atlantic. "With the disappearance of so many millionaires and the insolvency of most of the playboys, what can a poor gold-digger do these days?" she asks. "There's nobody left to work on."

Before 1929

"Look at me, for instance, in this picture. Before 1929, I'd have been striking it rich on the New York-to-Cherbourg run, kneedeep in stock brokers, wealthy business men, and scions of rich families. Alas, poor Dorothy! The best she can do in these tough times is the coastwise trip to Havana, and the only fish on board there is to hook is a second-rate detective! A fourflusher just like she is, with a line of talk that has even her fooled until they get to Cuba!

"Smart as Dorothy is supposed to be in the story, she wastes a couple of weeks on this flatfoot, afloat and ashore, until she finds out what he really is. In the old days, she'd have had five thousand dollars or better in her bag by the time the boat docked—and a whole season ahead of her at the smartest resorts where.

"I never realized how completely up against it the gold-digging sisterhood is," continued Glenda, "until one evening not long ago, at a party in Beverly Hills. A steamship officer was among the guests and some of us got to talking with him about crooks on the transoceanic steamers. It's always been a fascinating subject to me.

Tough Going

"He opened our eyes. According to him, the going is so tough for steamship crooks, confidence men, card sharps and the rest of the mob, that the boys and girls have taken to cheating one another, just to keep in practice.

"A card sharp can't make enough on the average liner these days," this officer said, "to pay for his transportation." Ocean travel among the crooks has fallen off eighty percent. The smart ones, he declares, are all staying ashore, lying low, curtailing expense and waiting for things to loosen up again.

"This officer," continued Glenda, "had an interesting theory in connection with this state of affairs. The type of "sucker" who was always an easy victim for the steamship crooks is the one who has been hardest and most universally hit by conditions. Never smart enough to have made money legitimately, he wasn't smart enough to hang on to it. The men and women who can still afford to travel, could never have been roped into a confidence game or a crooked card game in the old days, and they're just as far beyond the reach of the crooks now.

"The result is that the gold-digger of any kind who goes to sea today expecting to make a living finds himself or herself threatened with starvation. And as far as the officers of the steamships are concerned, the voyages are so uneventful and unexciting—except for routine weather conditions—as to be positively dull.

"Of course, there's a bright side to the picture," mused Glenda. "Just as soon as prosperity comes back, the gold-digger will begin to bloom again, like the flowers in Spring. You can't kill her. She's just hibernating. When the snow begins to melt and the thaw sets in, she'll come out of her hole like the hedgehog, and be ready to do business at the old stand. The sucker crop will be heavier than ever, then, and the gold-digger will have a chance to make up for lost time.

"Meanwhile, like Othello's, her occupation is gone."

"The Keyhole," most of the scenes of which take place aboard ship and in Havana, is based on Alice D. G. Miller's story "Adventuress," which deals with the adventures of a gay young dancer, who marries a rich and extremely jealous husband. The supporting cast includes Allen Jenkins, Monroe Owsley, Helen Ware and Henry Kolker. The screen play is by Robert Presnell and the direction by Michael Curtiz.

(Current Feature)

Spirit of Travel Runs Strong in Kay Francis

Star of "The Keyhole" Hopes Some Day to Satisfy Her Grand Passion and Sail the Seven Seas

THERE must be Viking blood in Kay Francis' veins, Either that, or the raven-haired beauty of the Warner Bros.-First National Studios is directly descended from one of the great navigators of the fifteenth and sixteenth centuries—the dauntless mariners who discovered the New World, the men who rounded the Cape of Good Hope to India, the tireless explorers whose restless wanderings took them into the legendary depths of unknown Cathay.

Travel is a grand passion with Kay. If she had nothing else to do, she would spend the rest of her life roaming the five

(Continued in next column)

continents and the seven seas, going up and down the highways and byways of the world, seeing everything that was to be seen on this planet.

"From the day I stepped in front of a camera," laughed Kay during the making of "The Keyhole," her latest Warner Bros. picture now playing at the ..... Theatre, "I have done most of my traveling in pictures. I've been up and down the Atlantic Coast, from Old Orchard Beach to Palm Beach. I've been to London and Paris—via the camera and the microphone. I've rambled around Hong Kong, Shanghai and Honolulu—on celluloid — and actually I've never gotten any further than Stage 8, except for an occasional dash to New York between pictures. Ocean voyages are getting to be a commonplace with me on the screen, and it's so long since I've been on a real steamer that I'm not sure I should know forward from aft any more."

Travels Only in Pictures

"Here's a case in point," Kay went on, with the utmost good humor. "Three years ago I made up my mind that I must see Havana, if it was the last thing I did. Havana, Rio de Janeiro and Buenos Aires are the three cities of the Americas that fascinate me. Possibly it's because there's a touch of Spanish blood in me somewhere. I picked Havana as the nearest and the easiest of access. Surely I thought I should have two or three weeks to give to such a trip.

"Three years have passed, and I'm still struggling to get to Havana. The only leisure I've ever had since I became Havana-minded has been during the heat of the summer, when nobody goes to Cuba and everyone who is there tries to get away, if they can.

Has Explorer's Instinct

One of the trips that she has been planning for years is a voyage to the Dutch East Indies—where, incidentally, Somerset Maugham's "The Narrow Corner" is laid—but not to linger in the cities of Java, or the world-famous ports of that island group. Her idea is to get aboard one of the lazy, tubby steamers that Maugham and Beatrice Grimshaw are so fond of describing, and cruise indolently from one tiny island to another, heedless of time, forgetful of production schedules, until at the end of who knows how many months she had visited every one of the East Indian Islands at which a white man's vessel touches.

She frankly doesn't know how long it will be before she is able to realize that, or any of her travel-dreams.

But in the meantime she took a vicarious excursion to Havana in "The Keyhole" with George Brent, who is co-featured with her in the picture. She has the role of a gay young dancer who is married to a wealthy and extremely jealous society man, who hires a detective to spy on her and with whom she falls in love. The screen play by Robert Presnell is based on Alice D. G. Miller's story, "Adventuress."

Included in the cast are Glenda Farrell, Allen Jenkins, Monroe Owsley, Helen Ware and Henry Kolker. The direction is by Michael Curtiz.

BRIEF BIOGRAPHIES

GEORGE BRENT

George Brent born in Dublin, Ireland, the son of a newspaperman. At age of eleven, came to America but returned later to enter the Dublin University. During the Irish revolution in 1924 he was a dispatch carrier for Michael Collins. When the latter was killed Brent fled to America.

Cut No. 15
Cut 15c Mat 5c

and Betray" took ...
...ed opposite Alice Brady.

Brent's first big chance came when he was given a test and selected to play opposite Ruth Chatterton in "The Rich Are Always With Us." He was then given a contract as a featured player and has appeared in "42nd Street," "They Call It Sin," "The Crash," "The Purchase Price," "Week End Marriage" and "So Big" in addition to his current production, "The Keyhole," in which he is co-featured with Kay Francis.

He is married to Ruth Chatterton, the first woman for whom he played the leading masculine role in pictures.

KAY FRANCIS

Kay Francis was born in Oklahoma City but when four years old her mother, Katherine Clinton, an actress, placed her in a private school at Ossining, New York. Later she entered Cathedral school in Garden City. She studied secretarial work and became social secretary to Mrs. W. K. Vanderbilt. She also filled the same posts for Mrs. Minturn Pinchot and Mrs. Dwight W. Morrow.

Cut No. 16
Cut 15c Mat 5c

After a tour of Europe she decided to go on the stage, first appearing in a modern version of "Hamlet." She later appeared on Broadway in "Venue," "Crime" and "Elmer the Great" among other productions.

Her first picture work was in "Gentlemen of the Press." Her success was instantaneous and she was given a picture contract. A year ago she joined Warner Bros.-First National pictures and has appeared recently in "One Way Passage," "Jewel Robbery," "Cynara," "Trouble in Paradise," "Man Wanted" and "Street of Women."

ALLEN JENKINS

Allen Jenkins, Warner Bros.-First National featured player, playing in "The Keyhole," is one of the busiest actors in Hollywood. He has had a more or less important part in almost every picture made at the Warner-First National Studio in recent months, including "Blessed Event," "Lawyer Man," "Employees' Entrance," "I Am a Fugitive From a Chain Gang." "Blondie Johnson," "Mind Reader," "42 nd Street" and "Hard to Handle."

He was a member of the original New York cast of "Blessed Event" and "Five Star Final" and made his debut in pictures when Warner Bros. filmed "Blessed Event" and retained Jenkins for his original role.

GLENDA FARRELL

Glenda Farrell was born in Oklahoma of theatrical parents and received her first stage training as Little Eva in "Uncle Tom's Cabin." Most of her life, exclusive of the time she was attending school, has been spent in the theatre, from which she went direct to Warner Bros. for an important role in "Little Caesar" and "Life Begins."

Since then she has had important parts in a number of Warner Bros.-First National pictures, including "I Am a Fugitive From a Chain Gang," "The Match King," "Mystery of the Wax Museum," "Grand Slam," "Girl Missing" and "Central Airport."

RADIO DRAMA

DRAMATIC FLASHES FROM "THE KEYHOLE" FOR 10-MINUTE ENTERTAINMENT

Director of local radio station will want to use this snappy sketch as a timely feature. If you are already using time on the air, the playlet will be your best bet for publicity. If you are not, the piece will amply repay your use of it. Enlist the services of a local dramatic society or artists of the radio station to play the parts. You will, of course, see to it, that your radio time in no way conflicts with your theatre attendance.

FIVE CHARACTERS:

ANNE, young wife of wealthy, old Mr. Brooks.

MAURICE, her former dancing partner, a blackmailer.

PORTIA, Anne's worldly sister-in-law.

DAVIS, handsome sleuth Brooks hires to trap Anne.

BROOKS, Anne's jealous husband.

Station Routine Announcement
followed by

ANNOUNCER: For the next few minutes we present flashes of action from "The Keyhole"—the dramatic modern romance, produced by Warner Bros., and coming to the.... ..... Theatre..... next. Featured in the competent cast are Kay Francis, George Brent, Glenda Farrell, Allen Jenkins, Monrow Owsley, Helen Ware and Henry Kolker. The direction is by Michael Curtiz. "The Keyhole" concerns itself with the plight of a young woman who has married an aged and suspicious millionaire, believing herself to have been divorced from her former dancing partner, who is extorting money from her under blackmail threats. A brief summary of events leading up to the opening [illegible] will now be [illegible]

[illegible]rative)—

[illegible]RRATOR: Thank you, (name of Announcer). Maurice, her former dancing partner, is setting the scene for Anne, whom he is bleeding for money. He pretended divorce from her so that she might marry Brooks, the aged millionaire, who has proved to be extremely suspicious of Anne's every move. Maurice, so that Anne may think that he is about to commit suicide in desperation, places a bottle marked poison, so she may see it. When she enters his room she finds him crumpled on the floor as if in his last throes. She picks up the bottle, reads the note he has left, then sees him writhing before her. She is speaking:

ANNE: Get up, Maurice. Quit acting like a silly fool.

MAURICE: (In pretended suffering) How can you say such things at a moment like this.

ANNE: You haven't got the nerve to go through with a trick like this! I know you!

MAURICE: Trick?

ANNE: Yes, trick! It's the only way you could get me to come here, isn't it?

MAURICE: But I never dreamed you would come. I've tried for months to see you—I've phoned—I've left messages — at your fine house—you never answered.

ANNE: Why should I? I knew what you wanted.

MAURICE: When I think that only three years ago you and I were the sensation of this town—the Lido! The Mirador! The world at our feet—and now look at me—alone—penniless—it's pretty nice of me to let you get away with it, don't you think?

ANNE: And now you want more! You think it's easy for me to reach out and get ten thousand dollars out of the air! Well, it isn't. It means suspicion—lies—I can't go on doing it, Maurice . . . and I won't!

MAURICE: (In low, determined voice) For fifty thousand dollars in cash, you will never be bothered again.

ANNE: (Aghast) **Fifty thousand dollars!**

MAURICE: (With deadly seriousness) I'd like to go back to Europe and retire. Fifty thousand dollars would just about see me through —

ANNE: But I haven't got that much, Maurice.

MAURICE: You can get it.

ANNE: Not without telling my husband what I want it for.

MAURICE: That's your problem.

ANNE: But I can't do it—I can't.

MAURICE: I'll give you a week—

ANNE: (Angrily) How do I know you will keep your promise and really go away.

MAURICE: After all we've been to each other—you don't trust me?

ANNE: Here — take this card—call me at this number tomorrow—no, make it Wednesday!

MAURICE: You don't answer telephone calls. Suicide notes are all you seem to answer.

ANNE: That is my private number.

MAURICE: All right, Wednesday then. Say, darling, that's a gorgeous diamond pendant you're wearing—let me see it—gorgeous—

ANNE: What are you doing! Quit!

MAURICE: Just for security, my dear—

ANNE: Let me have it—he'll miss it—you can't keep that!

MAURICE: Until Wednesday—

ANNE: (Furiously) And now that you have your security—I suppose I may go!

MAURICE: (Softly) Perhaps I'll give it back to you—if you'll stay—

ANNE: Take that, you—(Sound of slapping his face. Her voice is heard, off) And the next time you decide to kill yourself, let me know—I'd like to help!

(Sound of slamming door. Stacatto, music, followed by voice of Narrator).

NARRATOR: Anne goes back to the husband, Brooks, who is suspicious about her lateness—the absence of the necklace—and her mysterious behavior in general. Later she visits Portia, her husband's worldly sister, who dislikes him, and pities Anne. She is speaking:

ANNE: I was only seventeen, Portia, when I met Maurice—too young to know anything except that I wanted to dance. He took me as his partner, and, of course, I fell in love with him. When he saw that we were becoming successful, he asked me to marry him—I know now that all he wanted was to tie me to him—

PORTIA: Humpf!

ANNE: It didn't take long for me to find out what he really was. Meantime, we had become famous. I stood it as long as I could, and one day—he said he wanted to divorce me. Said he was in love with someone else. I told him to go ahead, and while he was doing it, I ran away and came back to America.

PORTIA: And met my brother—the paunchy Schuyler Brooks!

ANNE: Yes, and the rest you know.

PORTIA: Humpf! Schuyler's my own brother, but I wouldn't be his wife if he was President—

ANNE: But, listen. Portia. This is the worst of it. Six months after I married Schuyler, Maurice came to me again. He hadn't gone through with the divorce at all—he had lied to me.

PORTIA: Good heavens!

ANNE: I paid him ten thousand dollars to go back to Europe and complete the divorce. He didn't do it—and now—he wants fifty thousand!

PORTIA: The wretch.

ANNE: He's given me a week—but I can't get that amount with- [illegible] make—always seems to be at the keyhole—

PORTIA: Jealous old idiot.

ANNE: What can I do?

PORTIA: It's nothing but common blackmail.

ANNE: Yes, I'm scared to death.

PORTIA: Pooh! I've been blackmailed five times!

ANNE: Oh I'm so glad.

PORTIA: What?

ANNE: I mean—I'm glad you know how to handle these things—

PORTIA: Cheer up—this is only your first attack — you'll probably have it again.

ANNE: I hope not.

PORTIA: In our position of wealth and prominence we catch it as easily as we do the measles and mumps! The first time I had it when the Prince of—

ANNE: Do you think I should tell Schuyler?

PORTIA: No, not yet. I can handle it. As I was saying—the Prince of—

ANNE: But what shall I do?

PORTIA: We'll get that marriage quietly annulled—somewhere out of the country—Paris—Cuba—Mexico.

ANNE: You don't know Maurice!

PORTIA: Thank heaven!

ANNE: He'd follow me anywhere.

PORTIA: Then that's is the solution!

ANNE: What?

PORTIA: This Maurice person, is not an American, is he?

ANNE: No.

PORTIA: Then, if you get him to follow you out of the States, I'll stop him from ever getting back.

ANNE: You'll stop him?

PORTIA: Listen, my dear, I haven't been in this social business for 40 years for nothing—one little telephone to Washington will cancel his passport like that (Snaps her fingers).

ANNE: Will it really be as easy as all that?

PORTIA: Surely, my dear—surely—

(Music, followed by Narrator).

NARRATOR: But Anne finds to her sorrow that it was not as easy as all that. While she lightheartedly follows Portia's advice and plans the trip abroad, old man Brooks is employing a sleuth—disturbingly good-looking love-spy to sail on the same ship—Brooks is heard as he interviews the detective before hiring him.

BROOKS: She is sailing tomorrow evening for Havana, Davis . . . under the name of Anne Valle.

DAVIS: Mrs. or Miss?

BROOKS: Er—Miss. I—er—I'm rather interested in this young lady—and, inasmuch as she is traveling alone, I thought it might be as well to send someone to—er—protect her from any chance acquaintances — emotional accidents . . . You see she must have companionship of some sort, and I would prefer someone. . . in my employ . . . someone who can gain her confidence . . . and . . . er . . .

DAVIS: (Suavely) . . . and find out whether she is capable of having one of those . . . emotional accidents.

[illegible]ng) No! Certainly not! [illegible] her implicity!

DAVIS: Yes, I see—then, whom do you suspect?

BROOKS: (Angrily) No one!

DAVIS: Or . . . everyone? Now, now, don't get excited! I know! Your world is built on chivalry and the fair name of woman. Mine isn't. That's why you want me to find out what you don't dare to think for yourself. All right. All I need is an unlimited expense account . . . and time . . .

BROOKS: You'll send me reports . . . every day. I'll give you my private address.

DAVIS: (Evenly) I suppose you can arrange to fly down to Cuba . . . for the pay-off?

BROOKS: Pay-off?

DAVIS: Yes . . . you'll want to be in at the kill, won't you?

BROOKS: I don't understand.

DAVIS: I mean—seeing is believing.

BROOKS: (Startled) Oh, yes. But . . . there will be no necessity for that. I . . .

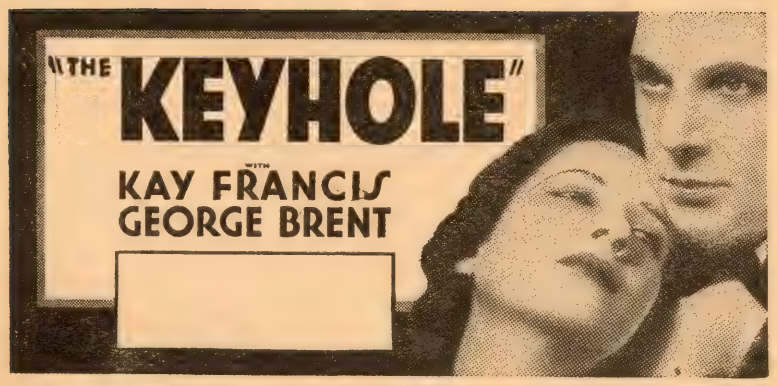
DAVIS: You'd better keep a suitcase packed . . .

(Music blending into voice of Narrator).

NARRATOR: So the stage is set for a tense drama which brings into play loves . . . hates . . . plots and counterplots . . . thrills . . . suspense! What is the outcome of Anne's marital tangle? What of keyhole-peeping Mr. Brooks? Of Maurice, the gigolo-blackmailer? Of Davis, the suave young detective! Of Hank and Dot, for these two are the side-splitting comedy relief . . . played with unerring artfulness by Glenda Farrell and Allen Jenkins! You will be enchanted by the performance of Kay Francis, for the first time seen opposite George Brent! "The Keyhole" opens at the Strand..... next. And we advise you to see it for a daring new slant on the love game as it is played today by cheating wives and suspecting husbands.

ADVERTISING

Cut No. 34 Cut 60c Mat 15c **426 LINES**



Cut No. 19 Cut 40c Mat 10c **56 LINES**

Cut No. 18 Cut 40c Mat 10c **56 LINES**

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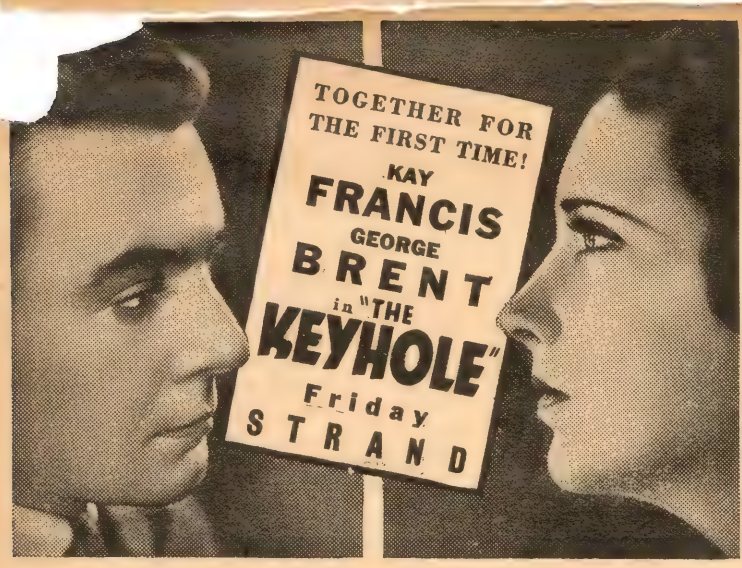
Cut No. 28 Cut 40c Mat 10c 172 LINES



Cut No. 27 Cut 40c Mat 10c 80 LINES

Cut No. 33 Cut 60c Mat 15c 165 LINES

Substitute correct city name in this ad.

CATCHLINES

He Fell in Love with the Woman He Was Paid to Ruin!

* * *

Husbands Hired Him to Find the Worst!

* * *

For a Daring New Slant on Modern Women Look Through "The Keyhole!"

* * *

Do Modern Wives Think it is Smart to Cheat?

* * *

A Notorious Love Spy in Love With a Dazzling Love Cheat!

* * *

Don't Kiss, Till You've Plugged "The Keyhole!"

First Picture of The Year Based on the 1933 Moral Code!

* * *

Kay Francis and George Brent—Together for the First Time!

* * *

Paid to Be a Peeping Tom!

* * *

What Did He See Through "The Keyhole?"

* * *

A Revelation in Love-Making!

* * *

See How Paid Informers Snare Their Lovely Victims!

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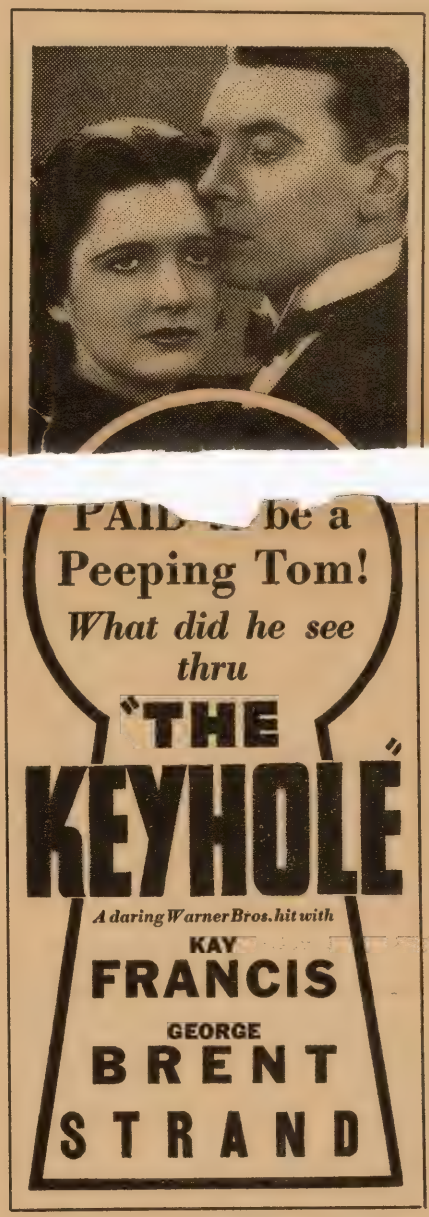
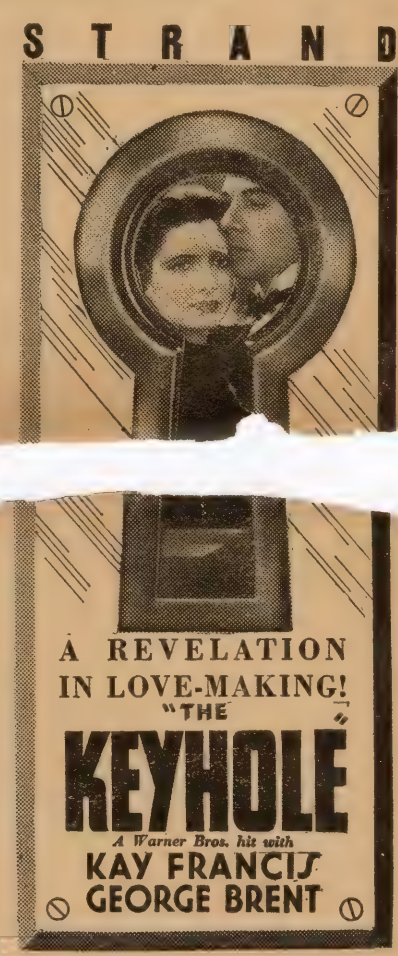
Cut No. 26 Cut 40c Mat 10c 170 LINES

1-COLUMN ADS



Cut No. 24 Cut 20c Mat 5c
84 LINES



Cut No. 30 Cut 20c Mat 5c
69 LINES

Cut No. 31 Cut 40c Mat 10c 180 LINES

SLUGS

Cut No. 13 Cut 20c Mat 5c
14 LINES

Cut No. 21 Cut 20c Mat 5c
14 LINES

Cut No. 29 Cut 20c Mat 5c
56 LINES

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EXPLOITATION

KAY FRANCIS QUESTIONNAIRE USED AS NEWSPAPER CONTEST

Kay Francis, one-time social secretary who soared to stardom over night, has been written about in so many fan magazines that her public will welcome a chance to air their knowledge of her and her activities. Tie up with newspaper with the understanding that the following questionnaire be published. Offer guest tickets to a set number of persons to send in most nearly correct answers. It is obvious that the stunt also lends itself to presentation by means of throwaways.

(Publicity Story)

KAY FRANCIS, SECRETARY WHO ACHIEVED STARDOM

What Do You Know About Her

25 Pairs of Guest Tickets to "The Keyhole" Are Offered to Persons Sending Best Answers

Kay Francis, the brilliant young star, coming to the Strand Theatre..... next in Warner Bros.' "The Keyhole," is one of the Hollywood beauties all you fans know and admire. Her story has been told in so many movie magazines and newspapers—one appears, by the way, in the April number of the "Delineator"—that we are sure you will be all set to answer the following questions about her. Fill in your answers and mail at once to the Keyhole Editor, care of this paper. The (number) persons sending in the most nearly correct answers will each receive a pair of guest tickets to "The Keyhole." On your mark—get set—Go!

YOUR QUESTIONNAIRE

1. Where was Kay Francis born?
2. What handsome star of stage [illegible]
[illegible] what modernized version of [illegible]amlet" did she appear on the [illegible]oadway stage, and with what star?
5. What was her first screen hit, and with what star?
6. Name five of her successful pictures.
7. What course did she take at a business college after "preliminary" education in convent and Eastern finishing schools?
8. Name one of the three prominent New York social leaders for whom she was secretary before going into the movies.
9. Is she blonde or brunette?
10. What does she weigh?
11. How tall is she?
12. What color are her eyes?
13. What are her "beauty secrets"?
14. What is her favorite card game?
15. What are her two favorite outdoor sports?
16. Sum up in not more than twenty words your opinion of her as a star.

ANSWERS

(For Confidential Information, not to be Published)

1. *Oklahoma City, Oklahoma.* 2. *Kenneth McKenna.* 3. *Katherine Clinton, actress.* 4. *"Player Queen" with Basil Sydney.* 5. *"Gentlemen of the Press" with Walter Huston.* 6. *"Street of Chance," "Raffles," "For the Defense," "Virtuous Sin," "Passion Flower," "Vice Squad," "Transgression," "Man Wanted," "Street of Women," "Jewel Robbery," "One Way Passage," "Trouble in Paradise," "Cynara," "The Keyhole,"* 7. *Secretarial course.* 8. *Mrs. Dwight Morrow, Mrs. Minturn Pinchot, Mrs. W. K. Vanderbilt.* 9. *Brunette.* 10. *112 pounds.* 11. *5 feet 5 inches.* 12. *Brown.* 13. *Sunshine, fresh air, cleanliness.* 14. *Bridge.* 15. *Sailing and tennis.* 16. *Opinion of contestant stated in twenty words.*

PERSONAL LETTER

Below is copy for a letter which will be effective in arousing interest and will create a great deal of valuable word-of-mouth advertising. This letter may be inexpensively reproduced in typewritten type as shown below, or better yet, have it written by a young lady who writes clearly. Then have your printer make a plate of it and print it on ladies' size stationery. Enclose this letter in a plain envelope with the copy "PERSONAL" written thereon. Distribute in office buildings to stenographers and office girls; women shoppers and department store employees.

My dear friend:

I am so ashamed of the terrible predicament I am in, that I won't tell you who I am—but you know me. You can help me so I'll tell you all I can in this letter.

My first husband who was to have divorced me six months ago, suddenly turned up and now keeps demanding hush money. I already gave him $10,000 to go back to Europe and complete the divorce. He didn't do it—and now—he wants $50,000.

I can't get all that money without my present husband knowing it. I'm afraid that already my husband is suspicious—watches every move I make—and I know he is always looking thru The Keyhole, all the while I am trying to get out of this emparrassing predicament.

I certainly am in a peculiar spot and I want you to help me. Please meet me at the ..... Theatre tomorrow morning at 10:30 so that we can talk it over. Don't try to get in touch with me at home because my husband is listening and watching thru ""The Keyhole.''

Your friend,

"Treasure Chest" Co-operative Stunt

Get your local merchants and department stores to issue keys with every purchase made in their stores during the same week that you show "THE KEYHOLE." The key which fits the keyhole of a "Treasure Chest" displayed in your lobby, will entitle the lucky holder to the merchandise contained in the chest.

Arrange for the merchants to each take one day on which they should distribute said keys and donate the merchandise to be found in the chest.

Here is suggested copy for both the merchants' and your own ads:

FREE!
VALUABLE TREASURE!
AT (name of store) TODAY!

With every purchase made today . . . you will receive a key to "The Treasure Chest" in the lobby of the Strand Theatre. If *your* key fits the keyhole of the chest, you will receive, free of charge, all the treasure found therein, and two guest tickets for "THE KEYHOLE."

Today's Treasure sponsored by (Name of Store).

Also, plug the above in similar copy in your lobby display.

In cases where donator's business is such that his merchandise is too large to fit the chest, coupons that can be exchanged for the merchandise itself should be put in the chest instead.

Since this stunt will have wide appeal—it's a cinch that your local newspapers will be more than glad to write it up and announce the daily winners.

Key Stunt

The Key stunt has proven its worth many times in the past and because it fits in perfectly with this picture, it is being suggested on "The Keyhole."

The idea is to hand out keys throughout the town with a tag carrying the following copy attached to the key:

You Will Be Admitted Free to "The Keyhole" Starring Kay Francis and George Brent if This Key Fits the Keyhole in the Lobby of the ..... Theatre.

This stunt can be worked in conjunction with the "Treasure Chest" idea outlined above, with a special lock and 1004 keys, four of which fit. Prices complete with all imprints and tag attached:

1M $12.00
3M ..... 11.50 per M
5M ..... 11.00 per M

Order direct from:

ECONOMY NOVELTY CO.
239 West 39th Street
New York City

Free Fictionization

The April issue of Movie Mirror magazine, on the stands March 15th, features a complete fictionization of "The "Keyhole."

This fictionization can be run in your newspaper exactly as it appears in the magazine. The only requirement is that you run a line crediting the publication.

Get a number of clinch scenes and head stills from your exchange and give them to your editor with the story. It makes a great feature and gives your showing a great advance boost. Front page boxes announcing the story by the paper should also carry your dateline.

Whether or not you use this fictionization in your paper, make up a co-operative 7x11 card or one-sheet, plugging the sale of the Movie Mirror magazine together with your showing. The newsdealer in the railroad station as well as the stands through town, can give you a big play with this co-op poster. Be sure Kay Francis and George Brent get plenty of billing in this poster—they've got an important fan following.

DEPARTMENT STORE RADIO HOUR TIE-UP

Most department stores conduct a morning radio broadcast in which they announce special sales which are not advertised in the newspapers, but for which the women are constantly on the lookout over the air. If your local department store has no radio hour, suggest that it start one in conjunction with this merchandising stunt, which is designed to bring results to the store, as well as to your theatre.

Here's how to work it! After the department store's announcements over the air of its special sale the store then requests the women to send in suggested specials which they would like to see on sale in the store the following week. As an added inducement for the women to send in their sales suggestions, have the radio announcer offer guest tickets to your theatre to be awarded to the ten women sending in the most practical suggestions of the day.

(In this way you get in a plug for your picture, theatre and playdate).

In selling this idea to the department store advertising manager, point out its value in getting the women to look forward to these radio broadcasts. It's a great business-stimulator for the store, and gets you radio publicity at the cost of only the number of guest tickets involved as this idea can be used from week to week as a general publicity stunt for all the pictures you play.

To cinch the tie-up, offer to display a card in your lobby announcing the special radio broadcast; copy suggested as follows:

IMPORTANT MESSAGE TO WOMEN SHOPPERS STATION XYZ EVERY MORNING AT 9:30 TUNE IN—IT WILL PAY YOU!

TEASER GAG

This picture lends itself to a gossip teaser series. This can be worked in the form of gossipy lines in the plot of the picture spotted through the newspaper. Lines to read similar to the following:

"What blonde cabaret dancer is making the world a better place to live in for that prominent bank president whose name is being withheld only because his family would no like . . . "

That gorgeous dancer who deserted the hot spots of Broadway for the bald spots of society is wearying of her million dollar hubby . . . He can't dish it out and how she loves to take it.

A celebrated financial wizard will learn here that his gorgeous show girl wife, has been secretly meeting her former dancing partner, and old pash . . .

What notorious love spy, was hired by the prominent banker to determine his wife's faithfulness has succeeded . . . in falling in love with her himself . . . with poor papa holding the sack . . .

The final teaser should tie in directly with your opening of the picture:

The torchiest affair of the season will be exposed at the Strand Theatre where the beautiful dancer will "secretly" meet the man who done her wrong to let [illegible] know that she still cares . . . but what she doesn't know is that hubby who no like this monkey business will be on hand with a notorious love spy to take his friends' advice and see for himself . . . We guarantee you a new slant on cheating wives and suspecting husbands.

NOVEL AND INEXPENSIVE TWIST ON JIG SAW PUZZLE CRAZE

Ike Libson, enterprising manager of Keith's Theatre, Cincinnati, sent in a swell gag which he worked successfully on "King's Vacation" and which can be applied to this picture. Idea cashed right in on the jig-saw puzzle craze so popular at this time. He mounted the three sheet from the picture on compo board and had it cut crazy quilt style in the form of a jig-saw puzzle. He then arranged for a local storekeeper selling jig-saw puzzles to devote his entire window to a pretty girl putting together the giant jig sawed pieces of the three sheet. The stunt drew a lot of attention with many jig-saw fans standing in front of the window for hours watching the girl put the puzzle together. dealer benefited by having the jig saw fans right at his door and the theatre got his attraction poster in front of a lot of people. The illustration at left shows how to handle the outline for cutting jig-saw after 3-sheet is mounted on heavy board.

Complete Campaign for Six-Day Newspaper Contest "NEW SCREEN SWEETHEARTS"

Detailed Information for Showmen

Original, timely and of wide public appeal, the "New Screen-Sweethearts" contest is planned to cover the six days prior to the engagement. Each day, cooperating newspaper publishes a story which is headed by illustration of two popular screen stars who have never been teamed in a picture. The fans are asked to send, daily, to the "Screen Sweethearts" Editor of the paper, a letter of not more than twenty-five words, in which they nominate two of their favorite stars—who have never played in the same film—as possibilities for a New Screen-Sweethearts Team—and giving their reasons for the choice. Guest tickets are given daily—and Grand Prizes may be promoted from local merchants—for presentation to the ten persons whose letters are considered best of the entire number of ticket-winners during the six days of the campaign.

Newspaper Cooperation Should Include:

1. ***Snipes for all their trucks mentioning contest and giving full credit to the theatre and the picture.***
2. ***Cards to snipe stands of all newsdealers.***
3. ***Ads announcing contest—and picture.***
4. ***Copy you provide to be used as "fillers" in odd corners of the paper.***
5. ***Prominent place for the daily story and illustration of contest.***
6. ***Front page "boxes" as ads to the contest.***

(Publicity Story to Herald the Contest)

"New Screen Sweetheart" Contest Starts in the News Tomorrow

Many Prizes Are Offered to Contestants In Campaign Heralding "The Keyhole"

In connection with "The Keyhole," the Warner Bros. picture which comes to the Strand Theatre..... next, the management of the Theatre and this paper, together with (names of cooperating merchants) are offering an interesting fan game, to be known as the "New Screen-Sweethearts Contest." The first installment of the six-day campaign will be found in tomorrow's News.

Kay Francis and George Brent—appearing together in "The Keyhole"—have never before been cast in the same picture. While their previous work with other players has been delightful, the present combination creates an altogether different, but even more agreeable result. Out of this fact, has grown the "New Movie Sweetheart Contest."

All are asked to submit names of the two stars they think should be teamed, stating their reasons for their choice, in a twenty-five word letter. Many guest tickets and other prizes will be awarded. Full particulars will be announced tomorrow. The crowd will go in for this one! So be sure you're in, on the start!

"The Keyhole," a sensational modern romance, features in addition to Miss Francis and Mr. Brent—Glenda Farrell, Allen Jenkins, Monroe Owsley, Helen Ware and Henry Kolker. Begin today to think over your movie favorites, who never have been cast together! And be rarin' to go—tomorrow—Whom do you elect as your choice as the "New Screen-Sweethearts?"

(Publicity Story for First Day)

George Brent

Kay Francis

ATTENTION, FANS! THE CONTEST IS ON!

The big day is here at last! The "New Screen-Sweethearts" Contest—run in connection with "The Keyhole," the Warner Bros. picture, which comes to the Strand Theatre ..... next—is actually in operation! Above you see George Brent and Kay Francis, stars, for the first time seen in the same cast, as they appear in "The Keyhole."

You remember the delightful performances given by Kay Francis with William Powell—and George Brent with Ruth Chatterton—Yet, in "The Keyhole," the contrast of their personalities creates an altogether different result—and an ideal one! That idea is just what the "New Screen-Sweethearts" contest is based upon.

Your part of the stunt is to reveal your choice of some New Screen Sweethearts team — two stars who have never yet appeared in the same picture—and in a letter of not more than twenty-five words, state who they are, and why you chose them. Mail your letter, with this story, to the "Screen-Sweethearts" Editor, care of the News, before 12 tonight.

Every day this week contestants will receive (number) guest tickets to "The Keyhole" and in addition, Grand Prizes (list them with donors) will be awarded after the end of the six-day campaign.

[illegible] players. Any stars whatsoe[illegible] be your choice. Get going rig[illegible] now. The dead line for today's choi[illegible] is at midnight tonight. Earn your way into "The Keyhole" and get a new slant on modern marriage.

(Publicity Story for Second Day)

Dick Powell

Bette Davis

HERE ARE YESTERDAY'S PRIZE WINNERS!

The New Screen-Sweethearts Contest, which was inaugurated yesterday, in connection with "The Keyhole," the Warner Bros. picture which comes to the Strand Theatre .....next—has literally snowed-in the News offices. Among the hundreds of letters received, the judges (list them) chose the following (number) persons as winners of guest tickets: (list them).

Grand Prizes will be also awarded, from the stage of the Strand, at a date to be announced later, to those who in the opinion of the judges have sent in the ten best letters submited by winners of guest tickets awarded during the six-day campaign. Merchants who have donated valuable prizes are (list them).

What do you think of the stars above—Dick Powell and Bette Davis—as New Screen-Sweethearts? We know your answer! It's unanimous! But you have in mind some certain couple of stars you'd like to see teamed. Tell who they are, and why you chose them, in a letter of not more than twenty-five words. Mail it, with this story, before 12 tonight, to the "Screen Sweethearts" Editor, in care of the News.

"The Keyhole," a sensational modern romance, features Kay Francis, George Brent, Glenda Farrell, Allen Jenkins, Monroe Owsley, Helen Ware and Henry Kolker. Now for that winning letter of yours!

(Continued on Page Adjoining)

STUNT OF THE WEEK *(Continued)*

(Publicity Story for Third Day)

James Cagney

Glenda Farrell

SCREEN-SWEETHEARTS CONTEST HALF THRU!

Wouldn't the two wise-cracking young stars above, make a grand and glorious, hard-hitting love combine? When Jimmie delivered a not-too-gentle upper-cut to her jaw, what would pretty Glenda do? What **wouldn't** she do? You'd like 'em! Of course! So would we all!

But what about those stars you, personally, would like to see teamed? Put the why and wherefore of your choice in a letter of not more than twenty-five words, and mail it to the "Screen Sweethearts" Editor, care of the News, before 12 tonight. You'll then be in line for guest tickets to "The Keyhole," and for a Grand Prize! Yesterday's (number) guest ticket winners were (list them).

The volume of mail received at the News, increases daily. If you're not already a contestant—or if you are—keep moving! Make your third choice your best! And do it now.

"The Keyhole," which is causing all this excitement—and which comes to the Strand..... next—features Kay Francis, George Brent, Glenda Farrell, Allen Jenkins, Monroe Owsley, Helen Ware and Henry Kolker. It will give you just the kick you've been needing, and properly placed! Thrills aplenty, laughs aplenty, too. Now for that New Screen-Sweethearts letter!

(Publicity Story for Fifth Day)

Leslie Howard

Loretta Young

WHOM DID YOU BID ON TODAY, MOVIE FAN?

The movie stars shown above—Loretta Young and Leslie Howard—have graced many a screen hit, but never the same one. They'd make a grand team, wouldn't they? But the point for today is—what's YOUR choice for a brand new Screen-Sweethearts combination?

Put the names of your favorites—and why you select them—in a letter of not more than twenty-five words, and mail at once to the Screen-Sweethearts Editor, care of the News. You are then in the running for a pair of guest tickets to "The Keyhole," the Warner Bros. picture which comes to the Strand ..... next—and for one of the Grand Prizes donated by (names of cooperative merchants) which will be awarded, after the contest ends, to the ten best letters, chosen from all the guest-ticket winning letters sent in during the six-day campaign.

Yesterday's (number) winners of guest tickets were (list them). All persons are eligible for entry except employees of the Strand, the News, (cooperating merchants) or their relatives. The response to the contest has been tremendous. If you happen to be among the few who are not already in—start today!

"The Keyhole," a daring modern dramatic romance, features Kay Francis, George Brent, Glenda Farrell, Allen Jenkins, Monroe Owsley, Helen Ware and Henry Kolker. Now for that letter of yours! Attach it to this story and mail as directed above! Before 12 tonight! Here's luck!

(Publicity Story for Fourth Day)

R. Barthelmess

Norma Shearer

OUT OF THE CONTEST —OUT OF STYLE!

Everybody in town seems to be in on the New Screen-Sweethearts Contest, being conducted in connection with "The Keyhole," the Warner Bros. picture which comes to the Strand..... next.

An extra staff of helpers has been taken on by the News, to go through the flood of letters that is increasing daily, as the campaign nears its close. Only two days after today—then the awards of Grand Prizes donated by (names of merchants).

Yesterday's winners of guest tickets were (list them).

Above you will see Dick Barthelmess and Norma Shearer! What a swell screen combine, they would make! But in all probability, the two stars you are thinking of, would be quite as delightful. State your choice for a "New Screen-Sweethearts" team, and why you think they'd be popular—in a letter of not more than twenty-five words—and mail it before 12 tonight, to the "Screen Sweethearts" Editor, care of the News. All but employees of the Strand, the News, (cooperating merchants) or their relatives are eligible for the contest.

"The Keyhole," an exciting modern romance, features Kay Francis, George Brent, Glenda Farrell, Allen Jenkins, Monroe Owsley, Helen Ware and Henry Kolker. So get going. Tear out this story, and send in with your letter! Before 12 tonight, **remember!** See you at "The Keyhole."

(Publicity Story for Sixth Day)

D. Fairbanks, Jr.

Joan Crawford

IT'S TODAY OR NEVER! SO MAKE IT TODAY!

The "New Screen-Sweethearts" Contest—run in connection with "The Keyhole," the Warner Bros. picture which comes to the Strand .....next— finishes today, with a crash of all the brasses in the band! If you are among the few who are not in the running, get in right now! This may be your lucky day! Yesterday's winners of guest tickets were (list them).

You all know the handsome 'Mr. and Mrs.' above! Happily teamed in real life, they have never yet been teamed as Screen Sweethearts. Will they ever be? Let's hope so! In the meantime, **you** have two stars in mind, you'd like to see as a NEW Screen - Sweethearts combination! Name your choice and tell why you think they'd be a hit—in a letter of not more than twenty-five words—and mail before 12 tonight, to the "Screen Sweethearts" Editor, care of the News.

Grand Prizes, donated by (list of merchants) will be awarded from the stage of the Strand, at a date to be announced later, to the ten persons whose letters are considered best of all the guest ticket winners sent in, during the six-day campaign. "The Keyhole," a sensational modern romance, features Kay Francis, George Brent, Glenda Farrell, Allen Jenkins, Monroe Owsley, Helen Ware and Henry Kolker. Now for that winning last letter of yours!

NOTE

THE STARS TEAMED AS THE PERSONALITIES IN THIS CAMPAIGN HAVE BEEN SELECTED AS SUGGESTIONS FOR YOU. YOU MAY PAIR UP ANY STARS WHO ARE MOST POPULAR IN YOUR LOCALITY TO ILLUSTRATE THE STORY IN QUESTION.

All illustrations in this contest are available at your exchange. Order Set No. 23 Cut 50c Mat 30c.

(Publicity Story for Grand Awards)

Grand Prizes Tonight at Strand to Ten Persons Sending in Best "New Screen-Sweethearts" Ideas

Tonight's audience at the Strand showing of Warner Bros.' "The Keyhole" will have the pleasure of seeing the awarding of Grand Prizes, donated by (names of merchants) to ten Clevelanders, for the best letters sent by the group who won guest tickets during the six-day campaign which ended.....last.

Grand Prize winners are (list them). Among 'choices' submitted as possible future "Screen Sweethearts" were the following. (Mention some of the choices—as George Raft and Greta Garbo, George Brent and Marline Dietrich, etc.)

The management of the Strand and this paper, as well as the cooperating merchants, wish to thank the public for the enthusiasm shown in this really sensational campaign. So many fine letters were received, that it is the regret of the sponsors of the contest, that all could not have been rewarded, as they deserved.

"The Keyhole" has been drawing record-breaking audiences to the Strand. The players include Kay Francis, George Brent, Glenda Farrell, Allen Jenkins, Monroe Owsley, Helen Ware and Henry Kolker.

Dramalog Contest Huge Success

Because the previous "Dramalog Contests" have been so successful in exploiting past Warner productions we are adapting this stunt to "The Keyhole." Besides boosting the circulation of your local newspapers, this co-operative contest provides unbeatable ballyhoo for your showing of this picture.

Illustrations in this contest are available at your exchange. Order Cut No. 12 Cut 40c Mat 20c.

MOVIE DRAMALOG
No. 1

Here we have Kay Francis, star of Warner Bros. "The Keyhole" which comes to the ..... Theatre on ..... resisting the love of the leading male star, George Brent, who, without her knowledge, was hired by her husband to spy on her. What do you think she is replying?

MOVIE DRAMALOG
No. 2

Here we have Kay Francis, star of "The Keyhole," the Warner Bros. film coming to the ..... Theatre next ....., being blackmailed by her former husband who tells her that they had never really been divorced. What do you think Kay Francis is saying?

Cut Out the Coupon and Fill in Your Original Dramalog

Dramalog Editor, New York Courier:

I suggest as my Dramalog for Test No. 1, that Kay Francis might be saying:

.....

.....

.....

Name .....

Street .....

City .....

Answers must be received by .....

Winners will be announced in .....

N. Y. Courier.

Pick up all copy in No. 1 starting with, "cut out the coupon" to "fill in your own dramalog," and add to the foregoing.

MOVIE DRAMALOG
No. 3

Here we have a scene from Warner Bros.' "The Keyhole," which comes to the ..... Theatre on ....., in which the enraged husband finds his wife, Kay Francis, in the arms of George Brent, the private detective he has hired to test his wife's fidelity to him. What do you think Kay Francis is saying to him?

28 PRIZES EVERY DAY

$15 in Cash – 20 Pairs Warner Bros. Tickets

Rules for Dramalogs are simple. They must not exceed ten words. They may be written in the coupon above or upon any piece of plain paper. Originality is expected. You don't have to quote the exact conversation of the stars in the movie! You don't have to see the show. Any reader of the New York Courier, with the exception of employees of the Courier and Warner Bros. Theatres, may compete.

No one contestant may win more than $10. in prizes nor more than three pairs of tickets.

FIRST PRIZE	**$5**
SECOND PRIZE	**$3**
THIRD PRIZE	**$2**
FIVE PRIZES of	**$1**

And 20 Prizes of TWO GUEST TICKETS to witness "The Keyhole" at the Strand Theatre next week.

ANOTHER DRAMALOG TOMORROW. NEW YORK COURIER.

Pick up all copy in No. 1 starting with, "cut out the coupon" to "fill in your own dramalog," and add to the foregoing.

CO-OPERATIVE SUGGESTIONS

ADVANCE KRESGE TIE-UP

Take advantage of the excellent national tie-up arranged by Warner Bros. Pictures with the Kresge stores throughout the country. The May issue of MODERN SCREEN magazine, which is placed on sale April 1st, carries a feature story on Kay Francis, star of "The Keyhole." This story has been handled in a manner to give Kay Francis and the picture a great build-up. It plugs "The Keyhole" in a highly interesting manner.

With a little effort on your part you can get a window and counter display in your town from your local Kresge store. Contact the local Kresge manager, who knows how. Have your artist make up two cards as suggested in the foregoing illustration and this attention-getting display is yours. Copies of the magazine story of the poster will be supplied by the store. Your local Kresge manager has already received his instructions regarding this tie-up and is awaiting word from you to go ahead.

For additional information in this co-operative plan, write to:

MISS PEARL HONIG,
Circulation Department, Modern Screen Magazine
[illegible] Fifth Avenue, New York, N. Y.

DEPARTMENT STORE TIE-UP

For the day on which "The Keyhole" opens at your theatre, arrange to have your local department store use newspaper ads and counter cards announcing the following contest:

FREE!

To The 5 Best Dressed Women-Shoppers In Our Store Today Between 1 and 4 P.M.

WE OFFER THE CHOICE OF ANY $25 DRESS IN OUR STOCK

and

TWO GUEST TICKETS FOR

KAY FRANCIS

(The screen's best dressed actress)

in

"THE KEYHOLE"

at the..... Theatre.

Judges of the contest are: Miss Betty Wales, our fashion stylist, Mr. John Smith, our Women's Dress Buyer, and Miss Joan Taylor, prominent dress designer.

(NAME OF STORE)

Give the contest a big play in your lobby. You probably can also count on your local newspapers to write it up and announce the winners.

POPULAR MAGIC SQUARE

Recent sensational newspaper tieups with the Magic Square, in connection with exploitation of Warner Bros.-First National pictures, enable us to strongly advise you to plant the little mystifier, with full assurance of results. The Magic Square which has been prepared for "The Keyhole" hides a sentence of thirteen words, made up of forty-four letters of the alphabet. It is solved by beginning with the circled square, moving one square, up or down, right or left (not diagonally) and ending with the square which contains the period. The sentence is: "SHE WON THE LOVE OF THE MAN HER HUSBAND SENT TO TRAP HER."

(Publicity Story)

Learn "The Keyhole" Secrets by Solving the Magic Square

Guest Tickets Ready for the Twenty Persons Who Send in Right Answer

"The Keyhole," the Warner Bros. picture, featuring Kay Francis, George Brent, Glenda Farrell, Allen Jenkins and Monroe Owsley, and coming to the ..... Theatre ..... next—is being heralded by the popular modern puzzle which is known as the Magic Square. The example of the tiny brain-teaser which has been made up especially for "The Keyhole" conceals a thirteen word sentence, pertaining to the heroine of the picture.

	L	O	O	F	E	M
	E	V	E	T	H	A
·	H	O	W	E	H	N
R	T	N	S	H	E	R
E	H	E	S	D	U	H
A	P	N	T	N	S	
R	T	O	T	A	B	

Cut No. 11 Cut 15c Mat 5c

It is solved by starting with the circled square moving one square up or down, right or left, (not diagonally), and ending with the square which contains the period. Tear out this story, straighten out the tangle, and at once mail your answer to The Keyhole Magic Square Editor, c/o this paper. The first twenty persons who send in right solutions will be rewarded by pairs of guest tickets to "The Keyhole." Prizes will be given in the order in which answers are received.

You won't be missing "The Keyhole," one of the most dramatic screen romances of the year—and so you might as well take this opportunity for some jolly good fun—and the probability of being among the winning puzzle-mongers. Names and addresses of prize-winners, and others who send in correct solutions, will be published in this paper.

Store Tie-Ups

Stills are available on this picture which lend themselves to various store window tie-ups. Stores should make up special windows incorporating into them stills of articles which they are featuring as well as copy and other stills from the picture. The stills listed below can be purchased from WARNER BROS. STILL DEPARTMENT, 321 West 44th Street, New York City.

PERFUME—The Keyhole 2.
JEWELRY—The Keyhole 13, 14.
FUR PIECE—The Keyhole 39.
LUGGAGE—The Keyhole 44, 45.
FLOWERS—The Keyhole 66, 70.
FASHIONS — "K. F." 156, 180, 199, 201, 197, 189.

Art School and High School Tie-Up

Kay Francis is universally known as the best dressed woman on the screen. In "THE KEYHOLE" she carries on that reputation with lovelier and more original clothes than ever. With this fact as your selling argument, get one of your high class dress shops to sponsor a contest under the head: "CAN YOU DESIGN THE PERFECT KAY FRANCIS ENSEMBLE?" Have the contest open to artists and dress-designing students, and to the members of costume or dress designing classes in your local high schools. The prize can be two guest tickets for "THE KEYHOLE" and a free dress or coat, or other merchandise, afforded by the dress shop cooperating in this stunt.

Supply the merchant with stills and posters of "THE KEYHOLE" and Miss Francis for his window and interior displays, and you advertise the contest in your lobby, in advance of the showing of "THE KEYHOLE."

NOTE: For suitable Kay Francis fashion stills order stills numbers K.F. 156, 180, 199, 201, 197, 189.

NOTE

Requests for special fashion poses should be addressed to Still Department, WARNER BROS., 321 W. 44th St., New York, N. Y.

National Window Tie-Up

Illustrated above is Kay Francis in the special "Kay Francis Gown" being featured by the Modern Merchandising Bureau. Through a national tie-up effected by Warner Bros., this bureau will, immediately on receipt of your playdate, contact your best department store or specialty shop. They have elaborate window accessories including 11x14 and 30x40 enlargements of the still shown above which will be put on display together with announcement copy of your show. All you have to do to get the benefit of this tie-up is to inform the Modern Merchandising Bureau of your date as soon as it is set and the name of the store you would prefer to have in the tie-up. They will do all the rest. Write to

THE MODERN MERCHANDISING BUREAU
36 West 44th St., N. Y. C.

STARTLING SPRING WARDROBE CREATED FOR KAY FRANCIS

Cut No. 22 Cut 60c Mat 20c

Reading from left to right the above group shows important spring fashions designed by Orry-Kelly for Kay Francis, appearing in "The Keyhole," at the Strand. The first is an afternoon dress of pale green starched chiffon. The plaid flounces as well as the collar and scarf are handpainted in oils by the designer.

Following that is a designer's sketch of a beach ensemble. It is white flannel with a sleeveless blouse of awning striped linen in bright blue and white. The gown in the center picture has Grecian lines and is of ivory brocaded velvet with a corded girdle. To the right of the center picture is another of Orry-Kelly's sketches. It is a beige broadcloth tunic dress with Astrakan trim. The last portrait shows Miss Francis in a tailored sport frock of chartreuse flannel with collar and cuffs of white pique caught with steel buttons.

BURGEE

In brilliant shades especially for suspension in your lobby or under your marquee. Size 20 x 30 inches, printed on heavy, durable canvas.

***Economically priced at* 45c each.**

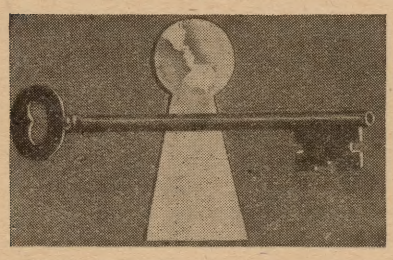
Available direct from

MORRIS LIBERMAN
729 Broadway, New York, N. Y.

NOT AT EXCHANGE

•

COLORTONE SLIDE



4x5 Colored positive only $2.00
—Set (pos. and neg.) .. 3.00

3¼x4 Colored positive only .. 1.50
—Set (pos. and neg.) 2.25

Order by No. N492

Be sure to specify and include remittance with order to avoid parcel post and C.O.D. charges.

NATIONAL STUDIOS, Inc.
226 West 56th Street, New York

DOOR KNOB HANGER

Present this lucky numbered coupon at the Strand Theatre, it may entitle you to a free admission to "The Keyhole." **1201**

A doorknob hanger on this picture has been designed along the lines of a keyhole. Die-cut and attractively presented on a good stock, it is available at the following prices:

1M	$4.50	
3M	4.25	per M
5M	4.00	per M
10M	3.75	per M

Hangers numbered for Lucky Number Contest optional at no extra cost.

Order direct from

EXPLOITATION PRINTERS
20 West 22nd Street
New York City

BEAUTY SHOP TIE-UP

In "THE KEYHOLE," Kay Francis appears both as a blonde and a brunette. This gives you an opportunity to arrange a tie-with the leadin[illegible] approxi[illegible]

BLONDE OR BRUNETTE....

Use Blonde Still (Kay Francis 157)	*Use Brunette Still (Kay Francis 105)*

KAY FRANCIS
is lovelier than ever
as either one — in
"THE KEYHOLE"
NOW PLAYING
at the
STRAND THEATRE

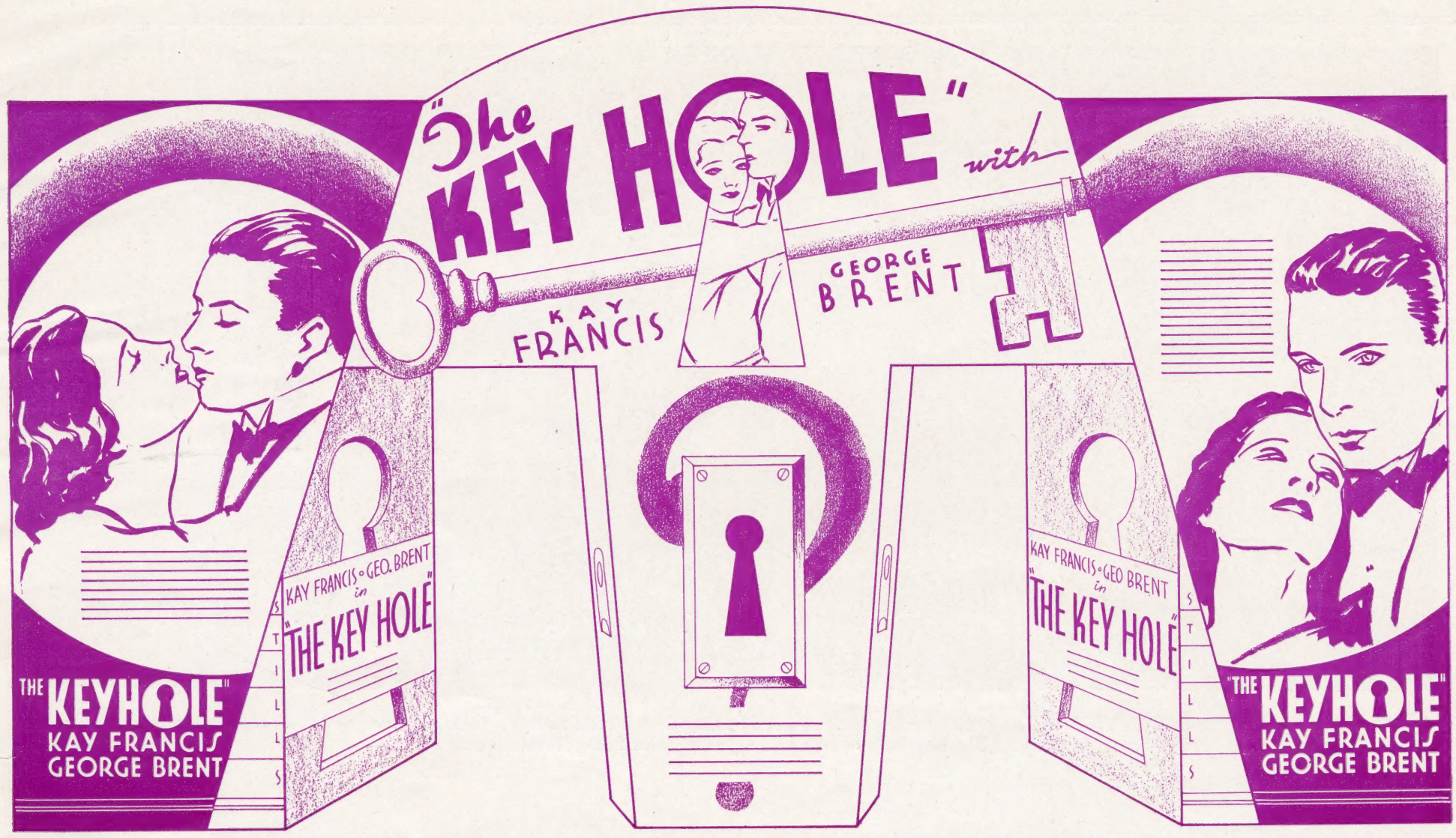
Whether you be blonde or brunette, our beauty advisor will be pleased to recommend to you, free of charge, how your hair should be arranged.

SPECIAL LOBBY BLOW-UPS

Special enlargements of Kay Francis and George Brent are available to you. Enlarged to regular one sheet size (28 x 42) and mounted on heavy beaver-board, it can be had in either black-and-white or beautifully colored.

***Especially priced at $2.00 for black-and-white; $3.00 for full color, F. O. B. New York. Not carried at Exchange. Order direct from* PHOTO-COLOR STUDIOS, 220 West 42nd Street, New York, N. Y.**

EFFECTIVE THEATRE FRONT DISPLAY



This sketch clearly shows the art arrangement to sell the new star combination of Kay Francis and George Brent. For an appropriate color scheme use pastel shades of light blue or magenta; the stars' names to be carried in strong contrasting colors. The illustrations of Kay Francis and George Brent may be cut out from the posters.

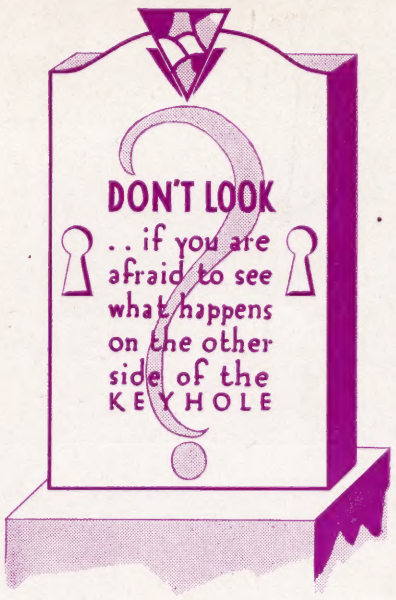
The display in front of the box office provides a shadow box with a small peep-hole in the shape of a keyhole. The shadow box is illuminated and has an arrangement of an abundance of scene stills. The question mark should be in strong red with "come-on" copy as follows:

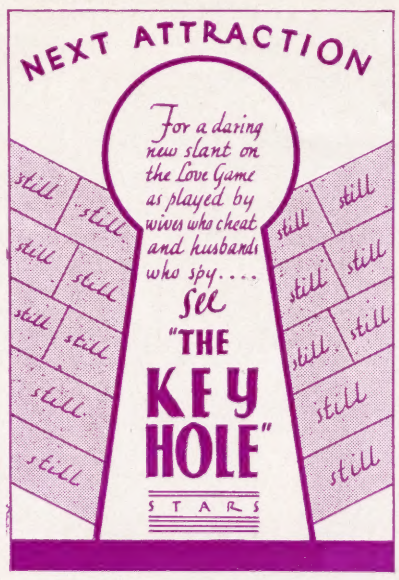
"Don't Look If You Are
Afraid To See What Happens
On The Other Side of the Keyhole."

Other good sales copy may be lifted from the ads. In listing the stars be sure to include Glenda Farrell and Allen Jenkins who supply the comedy situations in "The Keyhole."

Layouts for Frames

ATTENTION GETTING ADVANCE LOBBY DISPLAY





Stills attract attention and a good way to display them in your advance lobby display is to use the shadow box idea. The front of the shadow is illustrated on the left with suggested copy. Each keyhole is cut out large enough to be looked thru at close range. On the right is illustrated the inside back set back about ten inches showing a good arrangement of plenty of stills and good selling copy. This entire display can later be moved in front of your box office as described in the front display.

SEND US YOUR CAMPAIGN

Exhibitors are urged to send us their campaigns in order that we may be able to pass along the many splendid ideas put into execution on every picture.

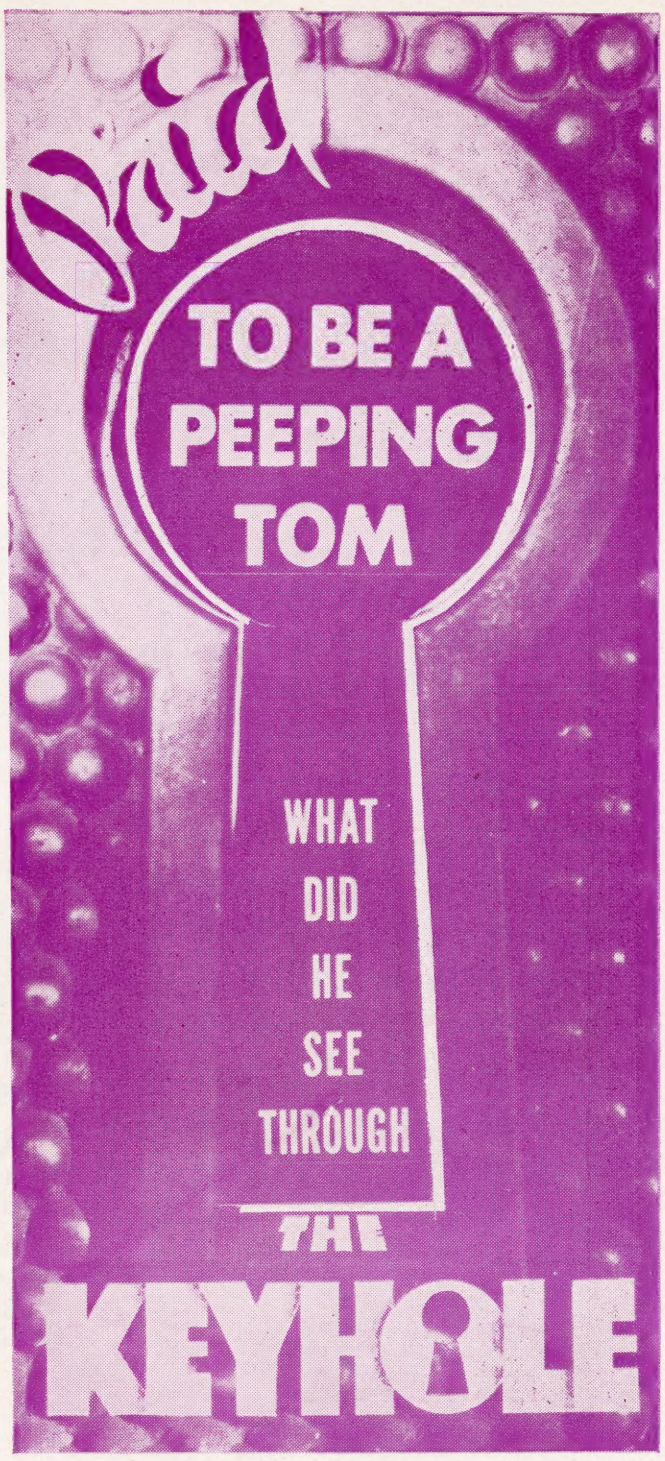
Never before has the motion picture business been in greater need of real worthwhile ideas. By pulling together —by inter-changing exploitation ideas, exhibitors and producers will be bound to derive much mutual benefit.

Address Your Campaign and Your Suggestions and Ideas to

Director of Exploitation,
WARNER BROS. PICTURES, Inc.
321 West 44th Street, New York City

Herald—At Your Exchange

Elaborately colored—same size as illustrated with die-cut keyhole in center revealing a Brent-Francis love scene. Huge still display on inside with back blank for imprint.



ACCESSORIES

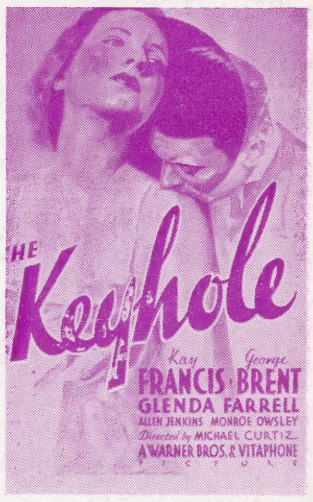
24 SHEET DESCRIPTION: The entire background is done in black with title in light green. Names at bottom are in orange with balance of lettering in purple. The key is in brown and figures are in full natural colors.

INSERT CARD

SIX SHEET

THREE SHEET

WINDOW CARD



ONE SHEET

SLIDE

Sliding Scale of Prices for Accessories

1-SHEETS

1 to 50	15c each
51 to 100	13c each
Over 100	11c each

3-SHEETS

1 to 25	40c each
Over 25	36c each

6-SHEETS

1 to 10	75c each
11 to 20	70c each
Over 20	65c each

24-SHEETS

Up to 25	$2.00 each
Over 25	1.75 each

WINDOW CARDS

1 to 50	7c each
51 to 100	6c each
Over 100	5½c each

INSERT CARDS

1 to 25	25c each
26 to 50	22c each
51 to 100	20c each
Over 100	19c each

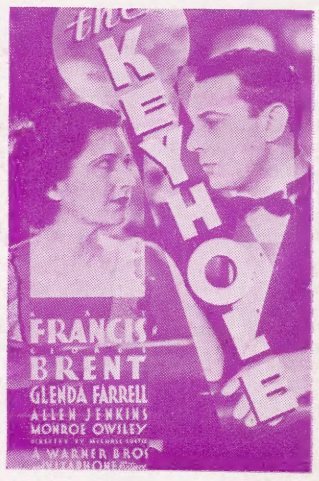
HERALDS

1M to 5M	$3.00 per M
Over 5M	2.75 per M

PHOTOS

11 x 14 Photos (8 in set —colored)	75c each
22 x 28 Photos (2 in set—colored)	80c a set
Slides	15c each
Stills	10c each
Midget Window Cards	4c each
Merchandising Plans	Gratis
Music Cues	Gratis

(These prices apply to U. S. only)



MIDGET WINDOW CARD

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http://wcftr.commarts.wisc.edu

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